A UNITED STATES DEPARTMENT OF COMMERCE PUBLICATION

Incorporating *International Commerce*

DECEMBER 14, 1970

# Commerce Today

## Coming Developments in Business and Technology

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**Commerce Reports Progress Implementing Fair Packaging, Labeling Responsibilities**

FROM THE SECRETARY

# Commerce And The 'New Consumerism'

First, may I extend Holiday Greetings to all the readers of *Commerce Today*.

Your interest in the many activities and services of the Department of Commerce is most gratifying to all of us who are dedicated to the American enterprise system, and we hope that this will be a bountiful and joyous season for each of you.

One of the realities of the Christmas season is that it brings producers, sellers and buyers all closer together. It is a time of special focus on the needs and desires of the consumer.

In the year now ending a great deal of attention has been paid to the so-called "new consumerism". The Department of Commerce is proud to play a significant role in many ways—through the National Bureau of Standards, through our responsibilities in packaging and labeling, (See Page 4) and others—in serving the interests of both the consumer and American industry.

We believe those interests really are inseparable. Neither can do well without the other. Conversely, they can serve each other with great effectiveness.

The new consumerism is now an established fact. There is no longer a question of whether business and industry should take note of the so-called revolution of values and lifestyle. Business and industry have done so.

The buyer is beware. He is also more informed, more selective, more organized, and in some cases more angry than ever before —and he has enlisted the support of the government as well as private institutions.

President Nixon has enunciated the government's thinking on the subject with a Buyer's Bill of Rights, which is defined as an intelligent choice, accurate information, health and safety assurance, and a hearing on complaints.

This set of guidelines not only is right and fair for the American people, but also readily achieved by industry.

Our concern with the preservation and enhancement of the American system compels us to urge business and industry to take the play away from the critics of our system by constructive reform of the practices which do not conform.

Government regulation comes only in the absence of voluntary self-discipline, or when voluntary action cannot apply, as in the case of enforcing standards of weights and measures and product testing.

Any callous delay by industry to act in the consumer's interest will keep the flames fanned for more drastic mandatory action in the whole field of consumer affairs.

But we must also remember that under the American system the seller also has rights which must be preserved and protected. Industry must be careful to avoid overreactions that may strip the system of its vigor and variety. American business and industry must both preserve and protect the consumer confidence in our system and preserve the system itself under which they have produced the highest standard of living in the history of man. Competition and free markets must not be destroyed.

If both responsibilities are met, the accomplishments and the prosperity of the future will have no limits.

Again, best wishes to all for a very *Merry Christmas* and a joyful Holiday Season.

Maurice H. Stans

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# Commerce Today

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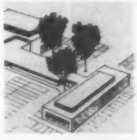

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COVER—*A measure of the Fair Packaging and Labeling Act's effectiveness thus far may be seen in the fractioning of a $20 bill spent in the retail store which indicates that 10 percent of annual consumer expenditures for packaged goods have already been standardized under the Act. Another 12 percent are in some stage of negotiation or study. See story, Page 4.*

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ECONOMIC
HIGHLIGHTS

# Dramatic Decline In Short-Term Interest Rates May Signal Further Drop In Long-Term Yields

*Economic Highlights is prepared by Dr. Harold C. Passer, Assistant Secretary for Economic Affairs, and is based on the latest economic indicators (see charts on adjoining page).*

Short-term interest rates have plummeted in 1970, and a significant, but less dramatic, decline in long-term rates is expected in the months ahead.

Rates on corporate and Treasury bonds and other long-term instruments have edged downward since midyear, but the movement has been slight in comparison with the plunge in rates on bank loans and Treasury bills.

The financial markets, which are highly sensitive to economic prospects, are now reflecting three important developments: (1) the elimination of excess demand in the economy, (2) the cooling of inflationary expectations, and (3) an increased supply of funds as a result of easier Federal Reserve monetary policy since early in the year. The recent decline in demand for funds was due in part to the widespread effects of the two and one-half-month strike against General Motors.

The slower response of long-term rates can be traced to the special financing needs of business firms. Many companies built up a sizable amount of short-term debt during the period when long-term interest rates reached their highest levels in a century. Currently, this debt is being replaced by long-term bonds, and new issues will continue to roll out in high volume until this process is completed. Another reason for the shift from short- to long-term debt is that corporate treasurers became more sensitive to their liquidity positions after the recent difficulties of Penn Central and several other major firms.

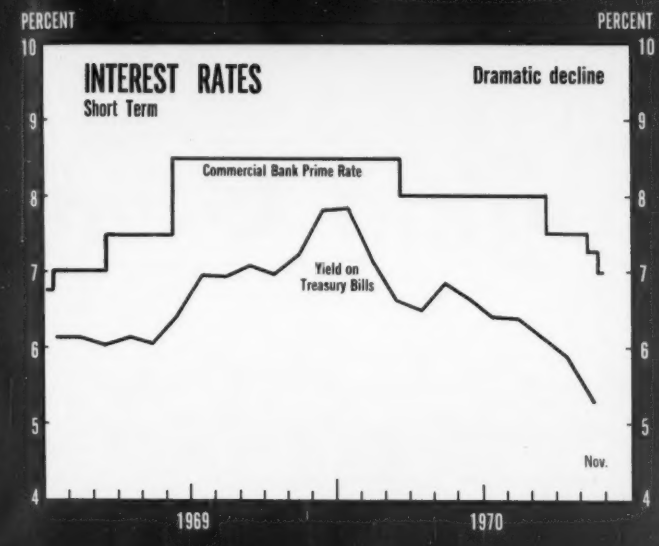
Substantial amounts of funds also are needed to finance the continuing high levels of new plant and equipment expenditures. The latest Commerce Department-SEC survey indicates a slight dip in these expenditures in the next few months, followed by an increase to a new high in the second quarter of 1971.

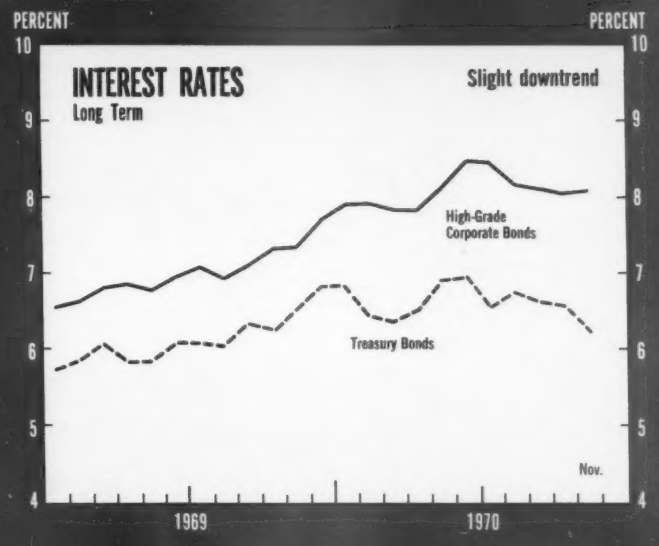
Both the prospective strength of business and its current performance are difficult to judge because of the auto strike. The efforts of the industry to recoup lost production will stimulate the economy early next year, just as the walkout retarded growth in this quarter.

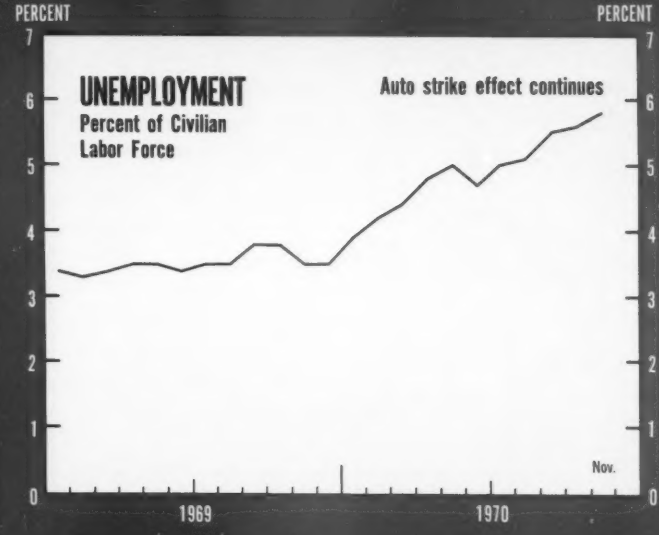
While the aftermath of the auto strike will impart a temporary boost to the economy, evidence of basic strength is provided by the forward-looking composite index of leading indicators, which has traced out an upward pattern since the low point recorded in May.

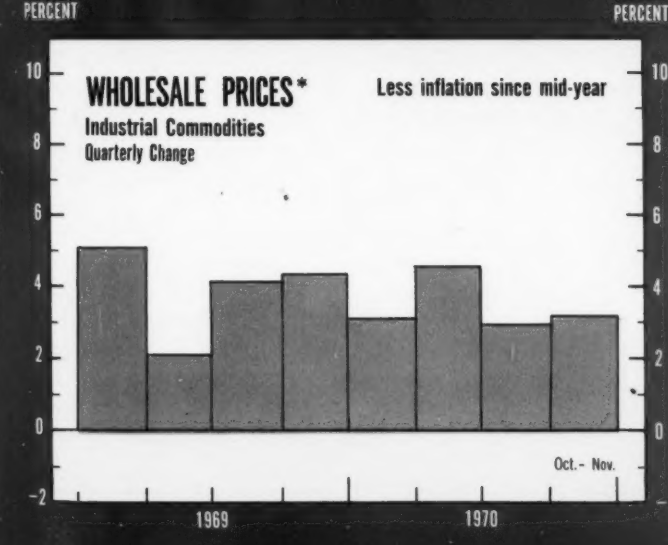
Unemployment moved higher in November, reflecting to a considerable extent indirect effects of the auto strike. The index of industrial wholesale prices has continued to advance, although at a slower rate than earlier in the year.

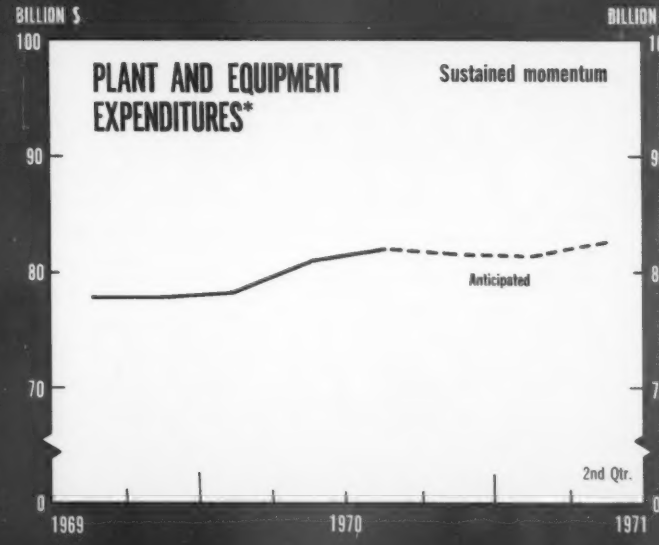
# Latest Indicators






All data seasonally adjusted, except interest rates.
* Annual Rates

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December 14, 1970
Vol. I, No. 5

# Fair-Packaging Gains

## *Proliferation Reduced In 36 Product Groups To Simplify Decision-Making By Retail Shopper*

As a result of formal and informal procedures implemented under the Fair Packaging and Labeling Act, 36 categories of mass-marketed products are now packaged and labelled in simplified form, Commerce's National Bureau of Standards reports. This makes it easier for decision-making by shoppers in areas accounting for 10 percent of annual consumer expenditures for both food and non-food items.

The 1966 Act directed the Secretary of Health, Education, and Welfare and the Federal Trade Commission to regulate commercial product displays in order to protect the consumer's right to meaningful information; at their discretion, HEW and the FTC may issue labeling regulations guarding against deception and facilitating value comparisons by the shopper.

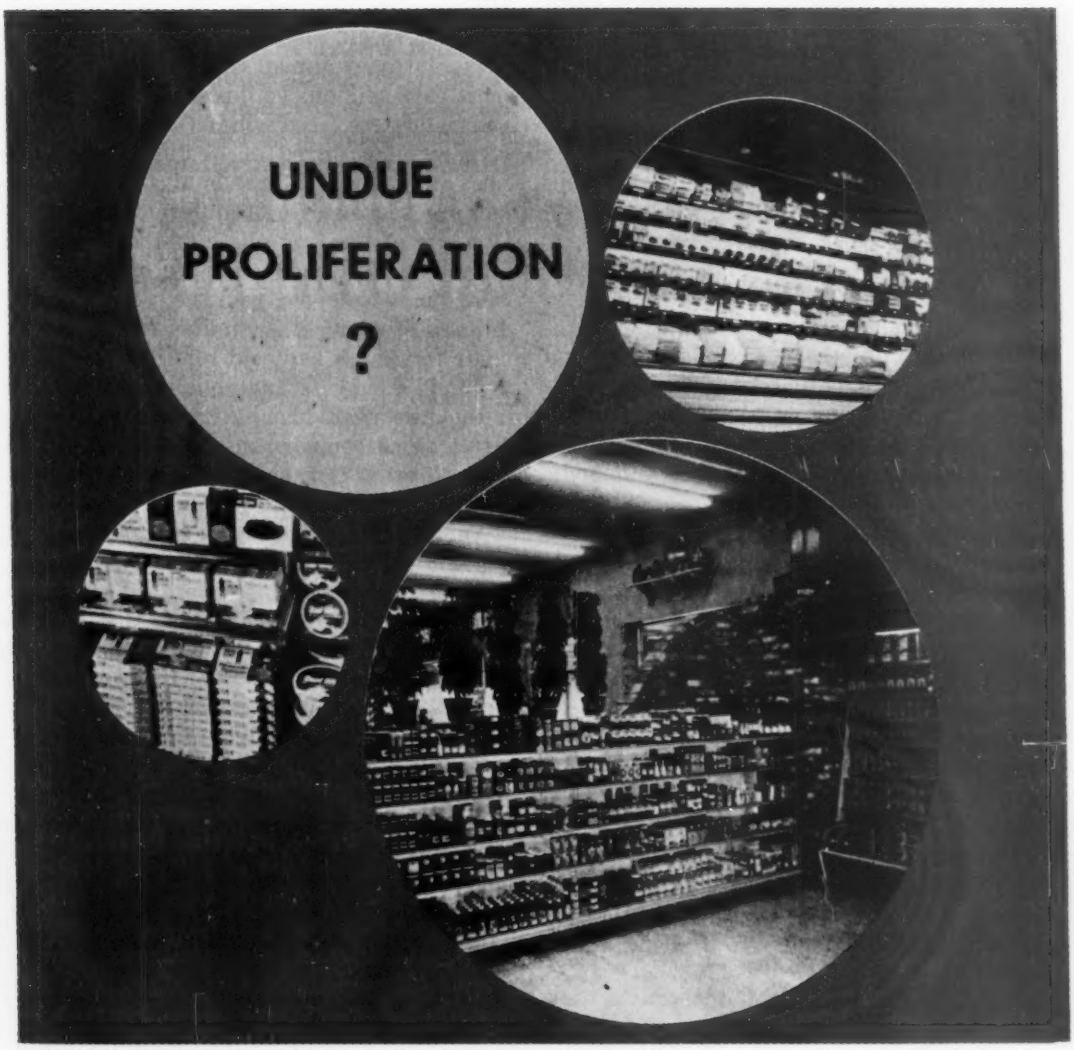
The Secretary of Commerce was assigned the task of identifying classes of commodities marked by "undue" proliferation of package sizes; here, the remedy provided in the Act is encouragement of voluntary industry agreements on simplified packaging and labeling standards. The Secretary of Commerce is also required to work towards greater uniformity between Federal and State regulation of the labeling of consumer commodities.

At Commerce, the National Bureau of Standards is the basic resource relied upon by the Secretary in carrying out his fair packaging and labeling responsibilities. The NBS Office of Weights and Measures for many years has been assisting the States in adopting procedures and innovations for strengthening a uniform weights and measures system. Similarly, the Bureau has routinely worked with the public and private organizations in the development of voluntary product standards that assure business and consumers of accurate quantity and workable norms.

The Fair Packaging and Labeling Act specifically cites procedures for the development of voluntary product standards published by the Department of Commerce. When the Act became effective, the Department announced steps to be followed in the determination of undue proliferation. After early studies and discussions with industry representatives, a largely informal path toward implementation of the standardization provisions was decided upon. Should voluntary methods fail, the Secretary of Commerce may, as his only recourse, report to the Congress with appropriate recommendations.

A measure of the Act's effectiveness so far may be gleaned from the average 20-dollar bill spent in stores, as broken down into appropriate categories and percentages. Two dollars of the twenty are spent on products conforming to voluntary packaging and labeling standards developed under the Act; $1.60 goes for products for which standards have been proposed but not yet adopted; 80 cents for products now under study; $6.80 for products not considered as presenting an "undue proliferation" problem; and $8.80 for products which are exempt under the Act. In sum, categories representing 10 percent of annual consumer expenditures for packaged goods have been standardized under the Act while another 12 percent are in some stage

# Ease Consumer's Lot




**UNDUE PROLIFERATION**—*Under the Fair Packaging and Labeling Act, the Secretary of Commerce was assigned the task of identifying classes of commodities marked by "undue" proliferation.*

**ENDING SLIDE RULE SHOPPING**—*Some idea of the items reduced in number through the action of the Commerce Department in cooperation with industry is seen in this drawing.*

of negotiation or study; items adding up to 78 percent of the consumer's annual expenditures present no current problem because they are standardized by State laws, exempted from coverage, or packaged in quantities not believed to be unduly proliferated.

The 36 product categories in which proliferation has been reduced include food and non-food items ranging from adhesive bandages to gift wrapping and hair sprays to tea bags and toilet tissue. Taking food items alone, annual retail sales of these commodities amount to $18.5 billion.

In any package quantity standard, four criteria are paramount. The proposed standard must consider (1) consumer needs, (2) packaging machine capability, (3) distribution constraints, and (4) innovation. The first of these, consumer needs, includes more than just a consideration of the number of quantities necessary to serve the marketplace. Consideration must also be given to the way in which a product is used. In some instances, it is appropriate to standardize on the weight, measure, or count of the product. In others, however, it has been found necessary to standardize on the yield in order to provide meaningful value comparison information. Yield standards are particularly suitable for prepared mixes and products that must be reconstituted before use. The value comparison is made not on the weight or measure of the mix, but on the usable amount resulting from reconstitution. In this context, a standard based on the number of quarts of milk has been established for powdered dry milk, rather than attempting to establish a weight standard for the powdered product.

To complement the activity in the food field the Department has encouraged industry to develop package quantity guidelines for a series of drug store items. Manufacturers of proprietary medicines have submitted a standard for the quantities in which mouth wash is packaged. The same industry is developing standards for the over-the-counter medications. Consumers are spending almost $2.5 billion annually for such products.

Quantity standard for ten of the most widely sold items will be developed first. Included in the first ten will be cough and cold remedies in pill and liquid form. These products represent annual consumer sales of almost $900 million. To illustrate the problem, consumers are faced with 63 different brands of aspirin packaged in 13 different quantities. Similarly, 246 brands of analgesic tablets are packaged in 39 different quantities. The aim of the first phase of the effort will be to standardize the number of pills, capsules, or tablets per package, regardless of different formulas. A similar effort will be made for cough and cold remedies packaged in liquid form. Package quantity standards in this area should enable consumers to make direct price comparisons between products with differing formulas but with similar end uses.

Another area of concern to consumers is the field of lawn care products. The Department of Commerce, in cooperation with the States, is surveying the packaged lawn and garden supply markets to determine the extent, if any, of labeling and proliferation problems. The market for such products is currently at a $500 million annual rate.

An equally important objective of the Fair Packaging and Labeling Act is nationwide uniformity in any consumer package labeling that will facilitate sound marketing judgment on the part of consumers. For example, information identifying the product, the manufacturer, and the net quantity of the contents must be uniformly and prominently displayed on all packages. The Secretary of Commerce is responsible for transmitting labeling regulations, promulgated by HEW and the FTC, to State authorities and for

aiding State and Federal agencies in promoting uniform labeling. Working toward this objective, NBS has conducted an active program of liaison with State and local weights and measures officials and representatives of other agencies of the Federal Government. The weights and measures laws of each of the States have also been analyzed for compatibility with the terms of the Act, and appropriate amendments recommended.

The National Conference on Weights and Measures, a 65-year-old organization made up of State and local weights and measures officials which meets under the sponsorship of NBS, has been a principal instrumentality for the promotion of uniformity in weights and measures laws, regulations, and methods of inspection. Acting through the Conference, the Model State Packaging and Labeling Regulation was completely revised in 1963 to harmonize the requirements of the Regulation with those issued by Federal regulatory agencies, while still providing for the proper regulation of all those commodities not subject to the Fair Packaging and Labeling Act. Unlike the situation at the Federal level, the responsibility and authority for package control are usually vested in a single State agency which normally does not have the luxury of excluding numerous types of commodities from coverage.

In 1969, the Conference completed a restructuring of the Model Regulation to bring it up to date with Federal activity during the year. More importantly, the format was changed in an effort to present all requirements in a more usable fashion.

Individual State activity in the regulation-making field paralleled Conference activity. Little was done in 1967 because of the uncertain status of Federal regulations. Beginning in the 1968-69 period, the States began to move to update their regulations. The new regulations, based on the Model, became effective in five States. Since July 1, 1969, nine more States, and one local jurisdiction, have completed the adoption of new comprehensive packaging and labeling regulations, while an additional eight States are in the process of promulgating new requirements.

The bulk of State activity has taken place east of the Mississippi River, with a decided concentration in the middle Atlantic and northeast regions of the country. This is true in both cases, i.e., where a new regulation has been adopted and where a new regulation is in process. The accompanying listing indicates the extent of State activity in the packaging regulation field.

It seems reasonable to predict that the situation with respect to Federal regulation of package labeling will remain in a state of flux for some time. Still to come under the Fair Packaging and Labeling Act are regulations concerning size characterizations, savings representations, ingredients labeling, and slack fill conditions. In addition, Federal regulations dealing with meat and meat products, poultry and poultry products, and other items excluded from the Act may be forthcoming soon.

*—National Bureau of Standards*

**CHANGING THE GROCERY SHELF**—*Thirty-six product categories in which proliferation has been reduced include food and non-food items ranging from bandages to gift wrapping and hair spray.*

## Participating States

***State and local jurisdictions which recently adopted the Model State Packaging and Labeling Regulation in response to the passage and implementation of the Fair Packaging and Labeling Act include:***

***Arkansas, Connecticut, Idaho, Illinois, Montana, New Hampshire, New Jersey, New York, Pennsylvania, Tennessee, Vermont, Washington, West Virginia, and Dade County, Florida.***

***The following states are in the process of adopting the Model Regulation:***

***Alaska, California, Delaware, Hawaii, Maine, Maryland, Virginia, Kentucky, and Florida.***

# Market Strategy Seen In Recent Trade Patterns

## *Study Shows Where Competitors Gain Despite Sharp U.S. Rise In Exports Of Manufactures*

United States exporters planning their marketing strategy can construct some useful guides from a newly assembled "track record" of this country's world trade performance in recent years.

Here is what is happening, according to Commerce Department analysts:

- Competition from other industrial nations is getting stiffer all the time, with no signs that it will ease.
- Competition from U.S. subsidiaries and licensees abroad is also quickening, and this trend will accelerate.
- Though the United States is being outsold in many foreign markets, there is a cushion to this effect: the marked growth in overall world export sales means that everyone—including the United States—is benefiting.
- Makeup of U.S. export shipments is swinging farther away from agricultural commodities and raw materials to manufactures. This trend, due to rising industrialization, bigger incomes, and spreading technology everywhere in the world, will accelerate.
- Use of synthetics is coming on fast, slowing world trade in natural materials.
- Aircraft sales by the United States—an area in which American products are considered the world's standard—are holding up well.
- But machinery sales by the United States—another area that has been an American stronghold—are continuing strong only in the more sophisticated lines.

These and other market indicators are found in a new study that compares 1962-64 trade levels with those through 1968, the latest for which detailed data are available.

Generally, the U.S. share of manufactured exports was lower in 1968 than at the beginning of the period even though it had partially recovered from a steep drop in 1965. By contrast, the value of U.S. shipments expanded sharply and, by 1968, had climbed to $23.7 billion, a rise of three-fifths from the 1962-64 base period. While none of our 13 principal competitors was able to match the resulting $8.9 billion gain, as a group they exceeded the U.S. rate of growth in every major commodity category except transport equipment.

As a consequence, the U.S. standing in the world manufactures market deteriorated by half a percentage point to 23.3 percent. Moreover, 1969 data indicate a further drop to 22.2 percent, while the U.S. share for the

***This is the first of two articles analyzing U.S. trade trends in the 1960s, prepared by the International Trade Analysis Division of the Commerce Department's Bureau of International Commerce. The second, which studies such trends by geographical areas around the world, will appear in the next issue.***

first six months of 1970 continued its decline, falling below 22 percent.

From 1962-64 to 1968, the U.S. share of world trade increased in 24 of the 90 classes into which this report divides all manufactures, excluding processed foods, fats and oils, mineral fuel products, firearms of war, and ammunition, as indicated in the table on page 11. In 1968, the value of these "gainers" amounted to $10.4 billion, or 44 percent of our foreign sales of manufactures.

Passenger cars accounted for the greatest improvement in our market position, tripling during the period as auto deliveries reached $982 million and the U.S. share expanded from 11 percent to 20 percent by 1968. But this dramatic performance was due to the exceptional expansion of our Canadian market following the signing of the 1965 agreement that accorded duty-free entry to the bulk of both countries' automotive products. Outside Canada, the U.S. portion of auto shipments was compressed to 7 percent.

The U.S. share of the world market for aircraft, our principal export, rose by more than 20 percent and sales more than 2½ times from 1962-64 to 1968, so that by the end of the period U.S. deliveries accounted for almost three-fourths of the total. Our position improved in every major market, as the U.S. aircraft industry continued to enhance its reputation for superior engineering, safety, and reliability.

## Profile—U.S. In World Manufactures

| | 1962-64 average | 1968 |
|---|---|---|
| Exports | $14.8 billion | $23.6 billion |
| | Increase 60% | |
| Share | 23.8% | 23.3% |
| | Decrease 2.2% | |
| Biggest selling products | Motor vehicle parts<br>Aircraft<br>Iron and steel<br>Textile yarn, fabrics | Aircraft<br>Motor vehicle parts<br>Passenger cars<br>Organic chemicals |
| Leading markets | Canada<br>19 American Republics<br>EEC<br>Other Western Europe | Canada<br>EEC<br>19 American Republics<br>Other Western Europe |
| Principal competitors | Germany<br>United Kingdom<br>France<br>Japan | Germany<br>United Kingdom<br>France<br>Japan |

### Expansion in other goods

U.S. shipments of internal combustion engines of the nonaircraft type and of pumps and centrifuges climbed rapidly. Kraft paper and paperboard ranked among the leaders in both share and sales expansion.

Despite the heavy volume and strong, though uneven, growth in U.S. chemical exports, our market standing improved only in manufactured fertilizers. The rise in this product was sharp, however, as our share reached 26.5 percent of the trade.

Sales of U.S. photographic and motion picture equipment increased nearly 2½ times during the period, outstripping those of other exporters in share and dollar gains. Key contributing factors were strong advances in photocopying devices and in automatic developing and printing equipment. The U.S. position in the foreign market for photographic supplies similarly strengthened, rising to 38 percent. The U.S. record was even more outstanding in exports of electron tubes and semiconductors.

Although our position improved only slightly in motor vehicle parts and miscellaneous vehicles (mostly buses and special-purpose types), electric power machinery and switchgear, mechanical handling equipment, and off-road tractors, these products ranked among our more important exports in 1968. Furthermore, they provided some of the largest dollar gains of the period.

Although absolute declines in the level of U.S. exports were relatively few, U.S. suppliers in 1968 failed to maintain their 1962-64 average share in well over half of the manufactured products sent abroad, as the table on pages 12 and 13 indicates.

Our 13 principal trade rivals boosted their exports of chemicals by 85 percent over the period, the fastest rate of growth recorded for any of the broad commodity groups. Our own shipments expanded at a substantially slower pace, although they rose by more than $1.2 billion. Accordingly, the U.S. share of the chemical market trended downward.

Despite the share decline, the United States remained the world's foremost supplier of chemicals, primarily because of its leadership in such large-volume items as

## Share Drop In Manufactures Cuts Into U.S. Export Gains

| Commodity group | U.S. exports, 1968 Value | Share | Share change from 1962-64 average Percentage points | [1] Value equivalent |
|---|---|---|---|---|
| | $ million | % | | $ million |
| Total manufactures | 23,635 | 23.3 | −0.5 | −635 |
| Nonelectric machinery | 6,313 | 29.4 | −1.4 | −258 |
| Miscellaneous manufactures [2] | 5,901 | 14.7 | −1.7 | −485 |
| Transport equipment | 5,850 | 34.2 | +4.8 | +468 |
| Chemicals | 3,287 | 24.2 | −3.1 | −227 |
| Electric machinery | 2,284 | 25.0 | −1.7 | −133 |

[1] These figures reflect differences between actual 1968 exports and those that would have resulted had the 1962-64 U.S. share remained unchanged.

[2] Principally metals and manufactures, textiles, clothing, and other nondurable consumer goods.

organics, the major product traded by the industry. Our best performance in chemicals was in fertilizers. Our greatest share loss occurred in insecticides and fungicides, chiefly as a result of lower sales in Latin America, our prime customer. Least affected by the erosion in standing among our major chemicals was the inorganic group, down only 7 percent. The U.S. share in organics fell by twice that rate, but the sales advance ranked among the largest.

U.S. exports of machinery of all types rose to $8.6 billion in 1968, reflecting a gain of one-half over the average for 1962-64. With the major countries enjoying generally buoyant economies, free-world demand for machinery expanded even faster. As a result, our 13 leading competitors were able to increase deliveries by around three-fifths, so that despite the solid U.S. performance our share of such shipments to markets outside this country fell by 1.5 percentage points to 28.1 percent.

In 1969, U.S. sales of machinery to foreign markets reached $9.9 billion for a gain of about 15 percent. Deliveries of electric machinery rose moderately faster than those of nonelectric machinery. The U.S. share of the world market for machinery of all types, nevertheless, again declined, slipping to 27.4 percent. Moreover, data for the first six months of 1970 indicate a further weakening.

During the sixties, several factors contributed to the U.S. failure to match our competitors' export pace:

- An ever wider range of machinery was being made abroad as foreign industrial capacity expanded.
- U.S.-origin exports in many instances were limited to the more advanced types as our manufacturers failed to meet competitors' prices for standardized and general purpose equipment.
- American manufacturers expanded overseas production, attracted by lower costs, protective tariffs, government incentives, and U.S. tax benefits.

Despite the weakening in our market position, this country remained the largest exporter of machinery, with the Federal Republic of Germany its main competitor. Nonelectric types accounted for nearly three-fourths of our foreign sales of machinery during the period. The export growth and market share patterns of nonelectric and electric machinery were similar, and the rate of expansion in deliveries of the two types about equal. Meanwhile, the U.S. standing in the nonelectric machinery market deteriorated by 1.4 points to 29.4 percent and in electric machinery by 1.7 points to 25 percent.

### Engines show gains

Rising by almost 150 percent to $600 million in 1968, internal combustion engines, exclusive of those used in aircraft, accounted for the largest dollar gain among machinery exports and displaced construction and mining machinery as the leading commodity among these shipments. Concurrently, the U.S. share of the world market for such engines climbed sharply to approach two-fifths. Automobile engines were the principal components in this subgroup, the majority of them destined for Canada as units for assembly in cars, most of which were then exported to this country. Parts and accessories for engines also made up an important segment of the total. Exports to Canada of both engines and their parts were strongly accelerated by the 1965 agreement.

Sales of aircraft engines and related parts rose much more slowly, falling far behind internal combustion engines in value by 1968, even though they had held a substantial edge in shipments in the early sixties. Nevertheless, aircraft engines and parts remained one of our more important machinery exports as U.S. suppliers continued to command nearly half the market.

Since about three-fourths of the world's commercial aircraft are of U.S. origin, a large, ready market exists for replacement engines and parts, though some foreign air-

lines pool these inventories as an economy measure. The practice of including extra engines with some deliveries of new aircraft and the use of U.S. engines to power newly built foreign planes also boost sales.

U.S. shipments of pumps and centrifuges more than doubled over the period, climbing to $480 million and elevating the U.S. market share to 31 percent. The solid sales per formance of these U.S. products in international markets is attributable to their technological advantage. In pumps, this is especially true of the larger models, the bulk of them high efficiency types designed to withstand extremes of temperature and pressure. Parts and attachments, primarily for replacement, accounted for a major portion of our pump sales and were the fastest-growing segment. Centrifuges constituted only a relatively minor portion of these exports.

Also more than doubling, exports of electronic computers and statistical machines (excluding parts) rose to nearly $450 million. Digital computers made up over one-half the total and computers of all types, all but about $100 million. Statistical, accounting, and bookkeeping machines were the major components in the residual.

The sharp rise in U.S. computer sales occurred despite increased foreign production, much of it in plants of American subsidiaries. The largest U.S. manufacturer through its facilities here and abroad accounts for the major share of the world's computer sales. Although manufacture of computers abroad is increasing in volume and variety, practically all the largest models continue to be made in this country.

The drive toward systematization and automation of business operations, especially among the more developed nations, has been further accelerated by personnel shortages and rising labor costs. As a result, the foreign market for computers is expanding by over 20 percent annually.

U.S. shipments of heating and cooling equipment expanded more slowly than exports by other major trading countries as our share of the market slipped slightly. Sales, nevertheless, exceeded $425 million in 1968, with air-conditioning and refrigerating equipment accounting for well over three-fourths of the total. Packaged air conditioners were the most active line, representing a third of all such exports. Canada was the principal U.S. market, especially for automotive air conditioners.

Although mechanical handling equipment was not among the more rapidly expanding U.S. export lines, it was one of the larger ones and accounted for over $180 million in increased sales from the 1962-64 level. At the same time, our market position strengthened to more than 36 percent. About one-third of the total consisted of integral-tractor shovel loaders. Fork lift and other industrial trucks were also a major component in U.S. shipments, especially their parts and accessories largely destined for overseas plants of

## U.S. Manufactures Gaining In World Markets

*Products listed in order of share increase*

| Commodity group | U.S. exports, 1968 | | | |
|---|---|---|---|---|
| | Value | Change from 1962-64 average | Share* | Share* Index |
| | $ million | % | % | 1962-64 =100 |
| Passenger cars | 982 | +218 | 19.7 | 179 |
| Fertilizers, manufactured | 268 | +145 | 26.5 | 160 |
| Pig iron, ingots, primary forms of iron or steel | 104 | +101 | 11.2 | 138 |
| Internal combustion engines, except aircraft types | 599 | +149 | 37.6 | 137 |
| Electron tubes, transistors, other semi-conductors | 280 | +196 | 39.2 | 134 |
| Electric wire, cable, insulators | 67 | +102 | 13.7 | 134 |
| Kraft paper, paberboard | 227 | +156 | 50.0 | 132 |
| Nails, screws, similar articles | 60 | + 94 | 24.6 | 123 |
| Aircraft | 2,312 | +160 | 73.6 | 122 |
| Photographic, movie equipment | 159 | +143 | 28.3 | 120 |
| Photographic, movie supplies | 208 | +132 | 37.6 | 118 |
| Pumps and centrifuges | 480 | +113 | 30.9 | 117 |
| Scientific, optical, controlling instruments | 413 | + 83 | 33.3 | 113 |
| Television, radio receivers | 62 | + 79 | 9.8 | 112 |
| Paper, paperboard except that listed separately | 180 | + 62 | 15.8 | 109 |
| Powered tools | 171 | + 75 | 28.0 | 109 |
| Electric power machinery, switchgear | 531 | + 68 | 24.3 | 104 |
| Phonographs, sound recorders, reproducers | 112 | +141 | 21.5 | 104 |
| Mechanical handling equipment | 462 | + 66 | 36.4 | 103 |
| Steam engines, turbines except for aircraft, nuclear reactors | 116 | +113 | 24.0 | 103 |
| Road motor vehicle parts; vehicles except cars and trucks | 2,000 | + 84 | 47.4 | 102 |
| Articles of plastic materials | 102 | +148 | 19.8 | 102 |
| Tractors, except road tractors | 412 | + 32 | 42.7 | 101 |
| Sanitary, heating, lighting fixtures | 66 | + 83 | 16.0 | 100 |

* U.S. share of exports of 14 leading suppliers to markets outside the United States.

## U.S. Manufactures Losing Share In World Markets

*Products listed in order of share loss*

| Commodity group | U.S. exports, 1968 Value $ million | Change from 1962-64 average % | Share* % | Share* Index 1962-64 =100 |
|---|---|---|---|---|
| Electronic computers, statistical machines | 448 | +107 | 37.6 | 99 |
| Heating, cooling equipment | 428 | + 79 | 29.2 | 99 |
| Iron or steel tubes, pipes, fittings | 185 | + 53 | 13.4 | 99 |
| Antibiotics | 62 | + 95 | 37.9 | 99 |
| Nonelectric machinery, except that listed separately | 772 | + 70 | 21.6 | 98 |
| Aircraft engines | 380 | + 36 | 48.3 | 98 |
| Glass, glassware | 153 | + 52 | 19.6 | 98 |
| Medical instruments | 92 | + 81 | 42.7 | 98 |
| Hand tools, tools for machines | 169 | + 40 | 24.0 | 97 |
| Printed matter | 294 | + 65 | 28.4 | 96 |
| Office machines, except computers and statistical machines | 301 | + 92 | 38.5 | 94 |
| Printing, bookbinding machinery | 109 | + 42 | 22.9 | 94 |
| Inorganic chemicals; radioactive materials | 391 | + 49 | 29.1 | 93 |
| Iron or steel bars, rods | 32 | + 8 | 5.0 | 93 |
| Dyeing, tanning, coloring materials | 124 | + 50 | 11.4 | 92 |
| Sporting goods, toys, games | 117 | + 57 | 21.7 | 92 |
| Soaps; cleansing, polishing preparations | 82 | + 65 | 21.7 | 91 |
| Cotton fabrics, woven | 101 | — 24 | 12.7 | 90 |
| Papermill, pulpmill machinery | 74 | 0 | 19.7 | 90 |
| Telecommunications apparatus, except TV and radio receivers | 472 | + 34 | 27.8 | 89 |
| Mineral crushing, glass-working machinery | 100 | + 19 | 24.8 | 89 |
| Aluminum | 191 | + 44 | 17.0 | 87 |
| Ball, roller bearings | 84 | + 21 | 23.1 | 87 |
| Ships, boats, except warships | 31 | + 70 | 1.3 | 87 |
| Organic chemicals | 850 | + 70 | 27.4 | 86 |
| Chemicals, except those shown separately | 449 | + 46 | 27.1 | 86 |
| Automotive electric equipment | 106 | + 42 | 33.5 | 86 |
| Wood manufactures | 41 | + 14 | 21.8 | 86 |
| Electric measuring, controlling instruments | 315 | + 50 | 40.8 | 85 |
| Coal tar distillates | 67 | + 17 | 64.8 | 84 |
| Plastic materials | 590 | + 70 | 22.6 | 83 |
| Rubber tires, tubes | 88 | + 25 | 13.6 | 83 |
| Printing, writing paper except newsprint | 48 | + 58 | 10.9 | 83 |
| Construction, mining machinery | 565 | + 23 | 45.5 | 82 |

*(Continued on next page)*

U.S. firms in the major industrialized countries of Europe, in Canada, and in Australia. By the same token, fully assembled units tended to go to developing areas where demand is, as yet, not sufficient to warrant establishing local production facilities.

Among other types of nonelectric machinery which netted at least $100 million in increased sales were office machines other than computers and statistical machines, construction and mining machinery, and off-road tractors. By far the most expansive were office machine exports which nearly doubled over the period. Despite the good export record, the U.S. share of the market declined significantly. The main elements in this flow of goods were, again, parts for assembly abroad, with those for electronic data processing machines nearly half the total.

### Construction machinery lags

At the beginning of the period, construction and mining machinery had been our largest machinery export by a wide margin but, after experiencing a gain in sales of less than one-fourth, trailed internal combustion engines. The United States continued to be the principal supplier even though our share fell by 10 percentage points to 45.5 percent.

American-owned firms abroad produce makes and models of construction machinery which in many cases are identical to those made in this country, often utilizing components of U.S. manufacture. Not only do these products go a long way toward meeting demand in the country where the plants are located, but they compete with machinery of U.S. origin in third country markets. It is estimated that U.S. firms, domestic and foreign-based, account for about 85 percent of the free-world market for construction machinery.

Exports of mining machinery fared substantially better than construction equipment, although in 1968 they still lagged far behind shipments of the latter.

U.S. sales of off-road tractors to foreign markets climbed by less than a third but our share hovered around an impressive 42.5 percent. In value, tracklaying tractors accounted for the bulk of the shipments. Of these tractors, an estimated 30 percent were for agricultural uses. Wheel tractor sales have increased mainly because more expensive, larger horsepower models are being sold with greater frequency. While the United States holds a commanding share of the market for off-road tractors, growth in U.S. sales has been hampered by competition from American subsidiaries, as well as foreign-owned firms, and by more favorable credit terms offered by other suppliers.

In contrast to the rising export pattern exhibited by other major types of nonelectric

machinery, sales of U.S. metalworking machinery declined by about one-sixth to around $335 million as our position on the world market fell precipitously. Three factors were principally responsible for the drop. First of all, U.S. firms expanded their overseas production facilities, especially in Europe, and filled an increasing volume of orders from those plants. Secondly, a large backlog of orders from domestic sources, generated both by tax incentives and the requirements of the war in Southeast Asia, created long delivery lead times for U.S.-produced metalworking machinery. Finally, generally lower prices for foreign-made equipment attracted purchasers.

Machine tools continue to constitute the major portion of U.S. metalworking machinery exports. But more and more these tend to concentrate on the highly productive, technologically advanced types where manufacturers in this country retain a margin over their foreign competitors. U.S. machine tool builders have great difficulty in competing in the market for lower priced, general-purpose machine tools.

## Electric machinery gains

Three commodity groups accounted for over half of U.S. total sales of electric machinery in 1968 and for two-thirds of absolute gains since the 1962-64 base years. The largest of these, and the leading dollar gainer, was electric power machinery and switchgear. U.S. deliveries of this equipment rose by 68 percent to $531 million, making it the only half billion dollar export commodity among electric machinery items and only one of three in the entire machinery grouping. In 1968, the U.S. share of the world market for electric power machinery and switchgear stood at 24.3 percent, one percentage point higher than its position at the beginning of the period but lower than in 1965.

U.S. manufacturers have achieved a substantial expansion in these sales to foreign markets over the past several years, despite marketing obstacles. Among industrialized nations, electric utilities are largely government-owned, and restrictive procurement practices tend to limit U.S. sales. In the developing areas of the world, price and financing are the important considerations and European manufacturers often have the advantage of government assistance.

Electron tubes, transistors, and other semiconductors were the most rapidly growing group of U.S. machinery exports. Sales nearly tripled over the period, reaching $280 million in 1968 and boosting the U.S. share of the market to just under two-fifths.

Parts and accessories for diodes, transistors, and other semiconductor devices, with a value of $77 million, comprised the largest

## U.S. Manufactures Losing Share . . .

*(Continued from preceding page)*

| Commodity group | U.S. exports, 1968 Value $ million | Change from 1962-64 average % | Share* % | Share* Index 1962-64 =100 |
|---|---|---|---|---|
| Agricultural machinery, except tractors | 215 | + 14 | 28.5 | 81 |
| Articles of rubber, except tires and tubes | 57 | + 44 | 23.6 | 80 |
| Trucks and road tractors | 390 | + 21 | 25.3 | 79 |
| Jewelry, gold, silver wares | 55 | + 28 | 17.1 | 79 |
| Leather | 45 | + 18 | 12.5 | 79 |
| Materials of rubber | 42 | + 3 | 20.3 | 79 |
| Batteries, bulbs, miscellaneous electrical apparatus | 331 | + 15 | 23.1 | 77 |
| Hardware, including locks | 50 | + 22 | 20.0 | 75 |
| Sewing machines | 35 | — 3 | 13.8 | 75 |
| Railway vehicles | 81 | — 40 | 23.0 | 74 |
| Essential oils, perfumes, flavoring materials | 49 | + 10 | 22.7 | 74 |
| Medicinal and pharmaceutical products, except antibiotics | 252 | + 22 | 16.6 | 73 |
| Insecticides, fungicides, disinfectants | 107 | + 21 | 26.0 | 73 |
| Metalworking machinery | 334 | — 16 | 21.1 | 72 |
| Building material, nonmetallic mineral manufactures | 132 | + 8 | 13.1 | 72 |
| Copper | 282 | + 29 | 17.3 | 70 |
| Household equipment of base metals | 32 | — 5 | 11.3 | 70 |
| Domestic electric appliances | 121 | + 17 | 13.5 | 69 |
| Clothing, except fur | 189 | + 17 | 8.9 | 68 |
| Textile machinery | 167 | + 2 | 11.0 | 68 |
| Transport equipment, except that shown separately | 59 | — 10 | 13.2 | 67 |
| Finished structures, parts of iron or steel | 67 | + 7 | 15.0 | 65 |
| Iron or steel hoop, strip | 26 | — 16 | 7.2 | 64 |
| Manmade fiber fabrics, woven | 101 | 0 | 7.9 | 62 |
| Office, stationery supplies | 39 | — 8 | 19.7 | 62 |
| Articles of pulp, paper, paperboard | 89 | — 5 | 18.5 | 60 |
| Steam boilers, boiler house plants | 66 | — 35 | 25.2 | 60 |
| Furniture | 54 | + 32 | 8.7 | 59 |
| Iron/steel angles, sections, 80 mm. or more | 19 | — 33 | 6.2 | 54 |
| Iron/steel universals, plates, sheets | 150 | — 37 | 5.9 | 50 |
| Manmade fiber yarn, thread | 98 | — 21 | 7.1 | 43 |

* U.S. share of exports of 14 leading suppliers to markets outside the United States.

single segment of this group. Almost half the parts were shipped abroad for assembly, often in U.S.-owned plants, in countries with low labor costs such as Mexico, Hong Kong, and Taiwan, and then returned to the United States. Parts and accessories for electron tubes, however, were generally destined for use in manufacturing operations abroad set up to supply overseas markets. Transistors and semiconductor integrated circuits were also important export items.

## Grows sluggishly

The third of the leading U.S. electric machinery lines was telecommunications equipment other than television and radio receivers. Electronic navigational aids accounted for over one-sixth of our sales in 1968, followed by electronic search and detection apparatus. At the beginning of the period, this commodity group had been our chief electric machinery export. It grew only sluggishly, however, so that our market position weakened significantly. One factor in its lackluster performance was that major U.S. equipment firms relied heavily on their overseas affiliates to fill orders on the international market. This practice helps relieve the problem of differences in equipment standards and enables U.S. manufacturers to meet foreign competitors' prices.

The only other electric machinery product to gain more than $100 million in sales to foreign markets was electric measuring and controlling instruments. Although expanding at virtually the same pace as overall sales of U.S. electric machinery, exports of these types of instruments lagged well behind the world growth rate. Thus, our share dropped more than seven percentage points but still exceeded two-fifths of the world market.

Among other electric machinery products, wire, cable, and insulating equipment recorded the fastest growth but was one of the less important lines. U.S. deliveries of radio and television receivers also did well as our share rose modestly. Television receivers were by far the more important of the two commodities. The bulk of the radio receivers were destined for Canada, with car radios accounting for over two-fifths of such shipments. Our share skidded by about six points in both domestic appliance and automotive electric equipment markets. Exports of each of these two product lines, nevertheless, exceeded $100 million in 1968.

Only in transport equipment among major categories did our share of world sales expand, rising by nearly five percentage points to 34.2 percent in 1968. This notable improvement stemmed predominantly from gains cited earlier in passenger cars and aircraft. Trucks and road tractors constituted the only important transport items of U.S. manufacture that lagged behind the sales growth posted by other exporters.

The great bulk of the remaining U.S. manufactured exports ran behind the average growth rate shown by other industrial countries. The more important of such items included a number of metals and mill products, a variety of textile goods, clothing, and other consumer goods. While copper exports to Europe from all suppliers were adversely affected by that region's economic slowdown during much of 1967, deliveries from this country were further hampered by the prolonged strike in the U.S. industry in that year and the early months of 1968. Over the period, the United States raised its total shipments by less than a third while our 13 largest competitors doubled theirs.

On the other hand, U.S. exports of iron and steel plates and sheets dropped off in every major outlet during the period. As a result, the U.S. share was reduced by half, ranking this country only sixth among world suppliers in 1968. Sales of fabrics from manmade fibers failed to advance, reducing our portion of the trade by nearly 40 percent, while the sizable decline in manmade yarn exports resulted in the most severe share cut of all among our manufactured exports. The U.S. standing in the world clothing market slipped by a third to 9 percent.

## Further slippage in '69

Preliminary data on world trade in 1969 indicate that while U.S. exports of manufactures reached a record level of $26.8 billion, our share of global shipments to markets outside this country slipped further to 22.2 percent, the sharpest drop since 1961 and the lowest position the United States has held in any postwar year. Largely responsible for this net loss of 1.6 percentage share points since 1962-64 was our performance in machinery, especially nonelectric types, and in miscellaneous manufactures. These declines, combined with that shown by chemicals, overshadowed the gain in the U.S. standing in transport equipment.

*—Bureau of International Commerce*

# Diagnosing U.S. Community Growth

## *Office Of Business Economics Smooths The Way For Future Business Development Nation-Wide*

"How can you possibly know more about our county's economy than we do?"

It was a tough question, but not unreasonable. The assembled business and civic leaders who asked it were the county leaders; and they had decided that what their sluggish local economy needed was a large new shopping center. The lone dissenter was an outsider—an official from the U.S. Commerce Department's Office of Business Economics (OBE).

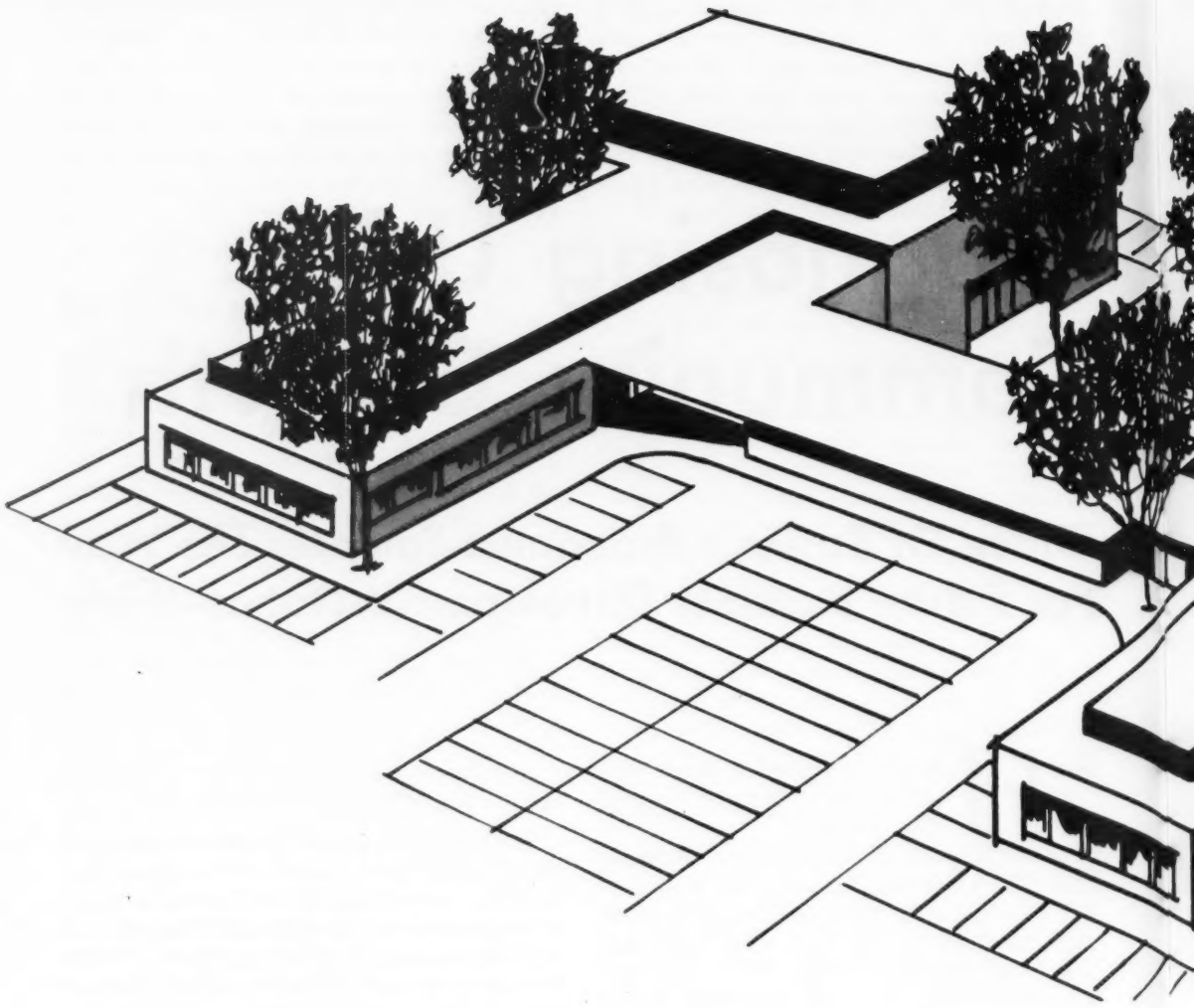
The OBE representative conceded that there are many things about an area's economic affairs that only the residents could know. But what they did not know was that their Pennsylvania community, which was not a natural trade crossroad, was depending about 50 percent too much on trade as a source of income. The community was also unaware that the manufacturing share of the county's income had been steadily declining; and that in the surrounding areas there was no evidence of industrial expansion or income growth. The community's crucial need was for an industry that would sell its products outside of the area, drawing in money to support the trade facilities already in existence, but underutilized.

Two hours later, the plan for a shopping center was officially pronounced dead.

The OBE man doesn't go around the country shooting down plans for shopping centers. He was telling the Pennsylvania group what professional development planners and market researchers have long known: "What everybody knows" about an area is not adequate underpinning for constructive planning and investment; a systematic base study of the local economy is indispensable; and the Office of Business Economics has already done a large part of their study for them—for them and for every other county and State in the Nation.

Of a community's many facets, OBE has examined only two. The principal one is per-

***OBE's regional information estimates are, in effect, a businessman's blueprint of the area that goes with the architectural rendering of a proposed shopping center. The figures indicate trade areas, general income and where it comes from, growth prospects, and the age groups of the populace.***

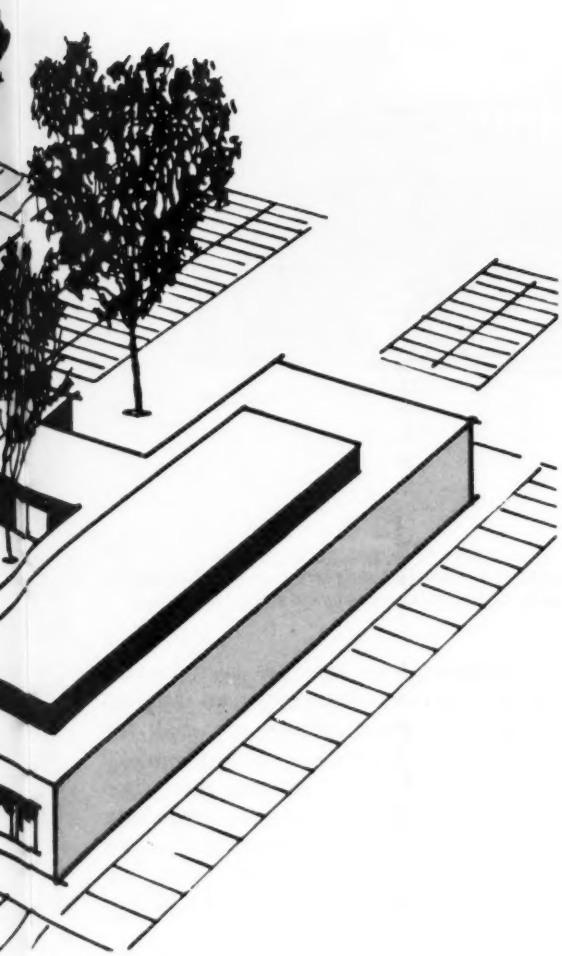


**PLANNING A REGIONAL SHOPPING CENTER?** ***—Commerce's Office of Business Economics can help, by tracking the economic performance of the area picked, projecting its growth pattern.***

sonal income. That might appear to be an unrealistic approach to determining what makes a large, complex area tick. But look a little closer at the income breakdown in the OBE computer print-out—and there emerges a clear picture of the structure of your local economy: its size, composition, and, over a period of four decades, the ebbs and flows of its different parts in relation to each other. It reveals, too, how your area —county, State or region—stacks up against the rest of the country. What you have in this personal income profile is a new kind of diagnostic instrument for probing beneath the economy's surface.

How does the agency come by the income data? It has never conducted a house-to-house canvas; nor is it in the income sampling business. All of the eight million pieces of economic information, which it stores on magnetic tape and from which it constructs the income picture, are by-products of about 200 ongoing programs in other organizations—Federal, State, and private. Although this information hoard is a benign one, no one, not OBE or anyone else, can glean from it how you, or your neighbor, or the hardware dealer up the street are doing.

The massive accumulation of personal income data provides an information system



meticulously designed by the agency to enable OBE itself to track the economic performance of all regions in the country, analyze the factors behind the differences in activity and growth, project growth patterns, and provide similar support to planners inside and outside the Federal Government.

As with any other tool, how much is accomplished with the personal income profile depends in large part on the skill and sophistication of the user. Suppose a business researcher needs to know if a certain metropolitan area is a likely market for a shopping center.

A new breed of retailing has arisen with the development of shopping centers. Customers find them attractive for many reasons: the convenience of one-stop shopping, the availability of ample parking facilities, the atmosphere of shopping comfort. Many malls offer all-weather protection, as well. Most are easily accessible to the market served.

Each planned shopping center is built around a major tenant, and the centers are classed, as a rule, according to this leading tenant. Tenant characteristics and the size of the shopping centers have determined the three classifications: neighborhood, community, and regional:

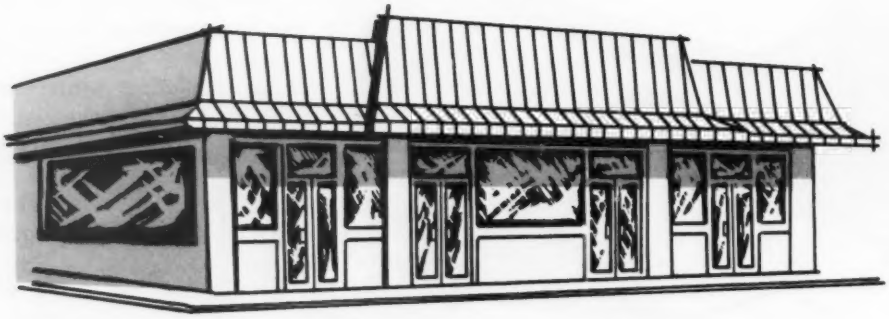
*Neighborhood*—This type is the smallest in size among shopping centers and caters to the convenience needs of a neighborhood.

*Community*—Here, there is room for more specialty shops, need for wide price ranges, greater style assortments and more impulse-sale items.

*Regional*—The department store, with its prestige, is the leader in this largest type. When a second, and even a third, department store is located within this center, it is apparent the site was selected to draw from the widest possible market area. Smaller tenant groupings offer a range of goods and services approaching those once offered only in downtown shopping areas.

If the researcher is interested in the development of a neighborhood shopping center, he knows he must reach a minimum trade population of between 7,500 and 40,000. Minimum trade populations considered for the community center are 40,000 to 150,000, and for the regional shopping center, 150,000 or more.

But he needs to know more about the characteristics of the area to be served than its population. From information provided by an OBE tabulation, he learns the following: total and per capita personal income for the area; the composition of income—how much of it is wages and salaries, proprietors' income, property income, or government benefit payments? He gauges the kind of market it is by whether the bulk of income stems from wages and salaries or from investments (dividends, rents and interest). He sees at a glance how much of the total earnings flows from each of about a dozen broad sources; such as, manufacturing, trade, services, contract construction. Since the data spans the years back to 1929,



**SUPERMARKET NEWS**—*A basic, or minimal, Office of Business Economics (OBE) personal income profile helps the developer determine if a neighborhood shopping center will succeed in a specified area.*

he gets a pretty good idea of what's been happening in the community to incomes and the standard of living; and whether and how fast the different types of payrolls and income have been expanding or shrinking.

This is the *basic,* or minimal, profile. He gets it "at cost"—$10 for the single area. He may also have any one of seven additional analytical tables, at $1 a piece, to further his insight into the community's "dollars-and-cents" makeup and trends.

At the State level, the basic profile includes a 32-industry breakdown. Furthermore, the total income picture is supplemented by an analysis of disposable (after-tax) income, valuable especially to those concerned with regional consumption and saving patterns.

A professional analyst may—like the non-professional—use the OBE material "as is"; or, sometimes combining it with other data, use it as a base on which to construct economic models from which he may deduce many different things. Typically, a trained analyst, using the income profile, will measure the effect that a major capital investment—such as a new industry, or a dam which will produce power for new recreation and transportation facilities—is likely to have on the community income, employment and tax revenues.

The specialist who analyzes each income source in a given community can put together a fairly good picture of what the area's economy will look like in 10 or 20 years. OBE itself has done this for some areas. Currently, the agency is preparing such projections across the country—not county by county, but for 173 economic "clusters" which together constitute the map of the United States.

For a strong analysis, the researcher delves further. OBE's information system is keyed primarily, but not exclusively, to the personal income estimates.

It also yields description of an area's labor force in terms of age, race, sex, wage levels, and industry of employment. Special emphasis in these demographic profiles is on "migrants"—those who have joined or left the local community in recent years. Who has been coming in? Where from? What were they doing before, and have they improved their economic lot? How do they compare with the community's established workforce?

The agency would not know whether Jim and Betsy Smith were among those who moved to the San Francisco-Oakland area in 1964. OBE's labor-force data are based on a one percent sample of workers covered under Social Security. The analysis is in

**TOTAL AND PER CAPITA INCOME**—*An OBE tabulation can make a difference in the decision to build and operate a community center in a preselected location. The community center expands around a variety or junior department store, in a minimum population of 40,000 to 150,000.*

terms of groups, not individuals. Not every area lends itself to this kind of demographic analysis. In general, labor-force tabulations are feasible for areas containing a minimum of 25,000 workers. The cost runs about $100 and up—mostly up—depending on size of population and degree of detail.

Everyone is affected to some degree by substantial migration into and out of the community. For governments and businessmen, who have a special stake in probing the social and economic causes and consequences of these movements, OBE's data furnish some important insights.

The shopping center planner is only one example of how OBE's regional economics information is used. Others include:

- Personal income data used to pinpoint the lowest per capita area for the Department of Agriculture on its allocation of funds for the hot school-lunch program. In turn, several Southeastern States were able to use this material to guide them in the distribution of those funds among their counties.

- Personal income tabulations used to compare the economic condition of Kentucky counties before and after a network of roads had been built.

OBE material is important to virtually every large planning commission in the country for particular purposes—projection of water needs; improving the industrial mix in an area dependent on a single or seasonal industry; evaluating development programs already under way, or designing new ones.

Other organizations—public and private—make personal income estimates. What makes OBE's "unique"? These are the only:

- Official nationwide estimates prepared on an annual basis.

- County-level estimates, public or private, that show type of income and industrial source.

- Local area estimates that ultimately add up to the official U.S. total.

The service is efficient and relatively inexpensive. Simple retrievals are ready in a few days; larger regional or national ones, within 30 days. One professional planner who has repeatedly used the OBE data in his development studies, put it this way: "For about one-fifth or one-tenth of the normal cost of an economic base study, you get the best available reading of the economic welfare of an area and of its residents."

*—Office of Business Economics*

# Foreign Investment In U.S. Seen Climbing

## *Last Year's Increase Topped $1 Billion*

Foreign direct investment in the United States is expected to continue growing, as corporations abroad seek to enlarge their production and develop the organizational and financial strength needed to participate directly in the competitive but highly profitable U.S. market.

By the end of 1969, such investment had reached an $11.8 billion total and for the first time had increased more than $1 billion in a single year—after being only moderately short of this figure in 1968. This expansion of foreign investment in the United States underscores the importance of unrestricted transfers of capital—the freedom to invest enunciated by Secretary of Commerce Stans last month before the National Foreign Trade Council. Such investment is evidence of the movement toward a global market economy.

Investment from abroad was largely responsible for the early development of infrastructure and manufacturing in the United States. It was not until World War I that the United States became a net capital exporter, able to send its capital and industrial entrepreneurship in sizable amounts to other countries. A figure of nearly $12 billion in foreign investment in the United States today, however, compares with a book value of more than $70 billion for U.S. private direct investment abroad. But foreign investment here is growing at a considerably faster pace now than U.S. investment overseas.These figures apply only to direct investments in manufacturing enterprises, and do not include portfolio or real estate investment.

Today, more than 700 U.S. manufacturing enterprises are owned wholly or in part by almost 500 foreign companies. Many of them have been here for generations and their products are a familiar part of the domestic scene. The majority, however, came in on the more recent wave of investment that began in the late 1950s.

Foreign investments cover a wide spectrum of industrial lines—from small con-

### How Commerce Helps

***The Office of International Investment assists U.S. firms seeking new or diversified products or technology from abroad. License proposals from foreign firms are published regularly in* Commerce Today *or can be solicited by U.S. commercial officers abroad on the basis of a firm's specifications.***

***Further information is available from: Office of International Investment, BIC-874, U.S. Department of Commerce, Washington, D.C. 20230, or any Commerce Field Office.***

sumer items such as name tapes and shoe polish to enormous investments in aluminum reduction and chemical plants. Particularly prominent is the chemical and pharmaceutical industry that has attracted large-scale Swiss and German investments.

Historically, the largest aggregate investment has come from the United Kingdom, which accounts for about $3.5 billion of the total and for about 107 enterprises in the United States. Canada is next with $2.6 billion and 114 firms. The Netherlands follows, with $1.9 billion and the distinction of having a greater investment position in the United States than American firms have in the Netherlands. Still relatively modest in aggregate terms, investment from Germany and Japan is increasing rapidly. Investment from Japan to date has been principally in developing sources of raw materials for its own industry and is mainly in Alaska.

## Why do they come?

Recent surveys by the Commerce Department and by commercial banks active in the investment area—such as Chase Manhattan and Morgan Guaranty—found that foreign firms invest in the United States for the same reasons that U.S. companies invest in Europe and other areas—to participate directly in a major and growing market that cannot be adequately served by exports from abroad.

Implicit in this general motivation are a variety of considerations that bear on marketing ability, servicing, and, ultimately, profitability such as tariff and ocean freight costs, proximity to the market, more responsive customer service, main-line distribution channels, sensitivity to change in taste and styles, and by no means the least, direct access to American development and marketing techniques.

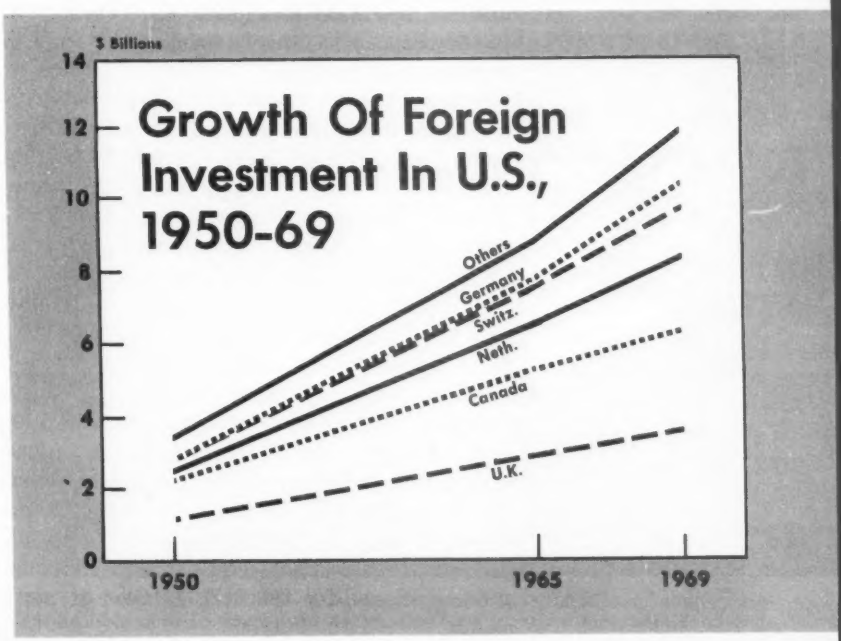
Some smaller companies have come here at the demand of their major customers, others because their new products were not available in the United States, and still others have developed a product for which no significant market existed in their own country. In every case, though, the decision to invest in U.S. production involves a highly specialized and detailed evaluation of markets, finance, competition, and the capabilities of the firm to marshall the needed technical and executive forces.

There is no exact pattern of events leading to investment. Most companies have gained a knowledge of the American market and the acceptability of their product through exports and concluded that their share of the market would be larger and more secure through domestic production. As part of their investment decision, they have carefully studied the market and potential locations, often with the assistance of the Commerce Department, various State development organizations, utilities or private consultants.

The following examples illustrate the variety of recent investing firms and some of their motivations:

Bekaert Steel Wire Corp., subsidiary of a Belgian steel producer, after four decades of direct export sales to U.S. customers, opened a plant this year in Rome, Ga. This move was dictated by a need for closer liaison with U.S. customers and the company's desire to shorten the delivery "pipe line." The Georgia plant will soon be producing at the rate of 1,000 tons a month and expects by 1975 to employ about 500 persons. Steel wire for tires and other products of the new plant, generally in short supply, were previously exported from the parent plant to the United States.

Courtaulds (North America) Inc., a subsidiary of the large British chemical and fiber manufacturer, since 1952 has opened—and expanded—two plants in Mobile, Ala., for the manufacture of rayon staple and nylon filament. Together these plants employ



about 1,100 workers and represent a multi-million dollar investment, all financed from abroad. Last year the company announced the purchase of a site in South Carolina for a third plant to produce acrylic fiber which, currently, is being imported from Britain.

Georgetown Steel Corp., Georgetown, South Carolina, is a "mini" steel mill operating in a field dominated by giant producers who are, nevertheless, faced with lower cost imports of wire rods and bars which account for about 50% of the U.S. market. Georgetown Steel, the second U.S. Plant of Korf Industrie und Handel GmbH, opened in June 1970. It employs 600 people and is currently producing at the rate of 20,000 tons per month. By concentrating on limited lines, using modern efficient processes and locating in an area affording substantial operating economies, the owners are confident of their ability to operate successfully.

International Disposables Corp., a subsidiary of Agache-Willot of France, is building a $2.5 million plant for the manufacture of non-woven disposable products such as diapers and surgical gowns. The plant is in South Carolina, a source of the basic raw material (high-grade sulfated paper pulp) and affords access to major markets for the finished products.

## Benefits to United States

Foreign investments are, of course, undertaken with the prospect of earning a return, and the resultant dividends and repatriated profits will, in the longer term, result in U.S. balance-of-payments outflows. Typically, however, the economic and balance-of-payments benefits associated with such investment far outweigh such outflows. Among these favorable factors are the initial inflow of equity capital; introduction of new technology, with concomitant benefits for U.S. productivity and prices; employment of American labor and the generation of new jobs and income; broadening of the tax base; use of American raw materials, power, transport and other services; and the possible displacement of prior imports as well as new exports to other countries. As most foreign firms are exporters of parent plant products to the United States before they decide to establish manufacturing facilities here, the import savings possibility is strong and significant for the U.S. balance of payments.

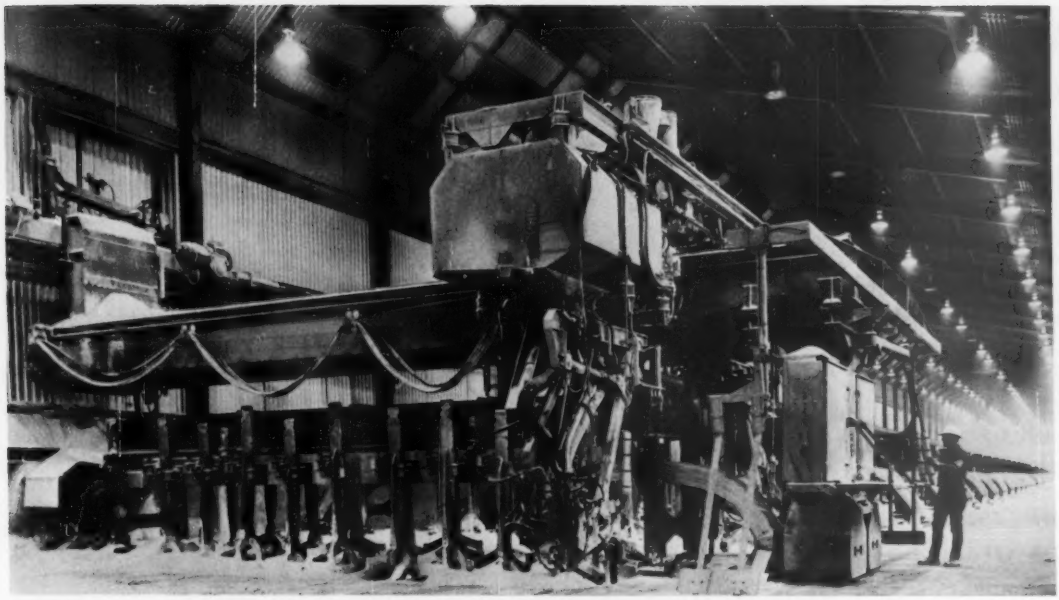
It is important to reiterate that international investment is one of the economic freedoms enunciated by Commerce Secretary Maurice H. Stans, and the Federal Government favors, and in fact encourages, foreign investment in the United States. The Department of Commerce provides advice and assistance both here and abroad to foreign firms interested in establishing manufacturing facilities in this country. Many States actively promote foreign investment and, with help from the Commerce Department, send investment missions to industrialized countries for direct consultation with potential investors. In the next 8 months, some 17 State missions are expected to go abroad in search of foreign direct investment.

## Impact on U.S. business

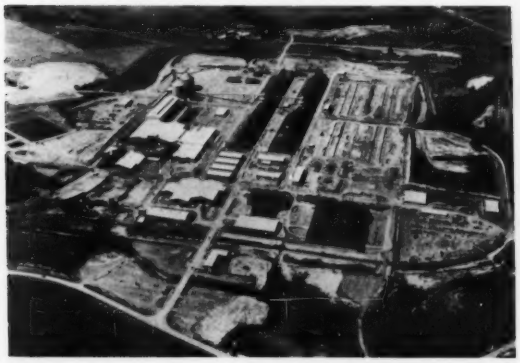
In a broad economic sense, activities that create employment and contribute to U.S. income and productivity are considered to be "good for U.S. business." In a more specific way, however, new investment means new business for suppliers of machinery, raw materials, components and services. U.S. companies who see increased competition from the products of a new foreign-owned plant arising from the encouragement of foreign investment in the United States should recognize that in most cases the competition has already existed in the U.S. market in the form of imports manufactured abroad. And where the competition may previously have been based on lower foreign labor costs, U.S. production will place it on a more even footing with U.S. companies.

There are signs that the current trend of multinationalization of industry will continue, and U.S. firms concerned with the entry of foreign companies may minimize the impact on their own businesses. An American company, more familiar with its home market than a foreign firm, can often perceive a new market here for foreign products or technology before it can be fully evaluated from abroad.

Such companies are in a good position to negotiate a joint venture or license arrangement with the appropriate foreign partner. That the American company can offer its immediate knowledge of American labor and its marketing and distribution network can mean, to the foreign partner, an earlier start, fewer worries, and elimination of the laborious and costly process of setting up parallel facilities.



**BRINGING IN LATEST TECHNIQUES**—*The Eastalco aluminum plant in Frederick, Md., a joint venture of Howmet Corp. and France's Compagnie Pechiney, incorporates the latest Pechiney production techniques in turning out 85,000 tons of aluminum per year.*



**BLENDING INTO COUNTRYSIDE**—*Surrounding hills shield the Eastalco plant's 300-acre operation from the adjacent Maryland countryside.*

**AIDS SPACE EFFORT**—*This Duryea, Pa. plant of Schott Optical, owned by a German firm, makes glass for lenses used in space tracking and laser technology. Previously, the glass had to be imported.*

**BONUS FOR BALTIMORE**—*Eastalco maintains a modern bulk-handling system at Baltimore harbor to unload alumina into a 30,000-ton dockside storage silo. Special hopper cars then transport it by rail to Frederick, 50 miles away.*

# DOMESTIC BUSINESS REPORT

- Reapportionment data nears completion
- Minority-owned business becomes a reality
- Jobs for Veterans campaign launched
- New plans for the Upper Great Lakes
- Maine's military-civilian changeover

## *Priorities Established As Congressional Reapportionment Data Nears Completion*

Although the total U.S. population count is complete, the Census Bureau's job has just begun.

By the end of this month, the Census Bureau will publish the figures for individual cities and counties that will form the basis for reapportionment of seats in the U.S. House of Representatives (see Page 29). These figures include the resident population, and, for the first time, the 1.5 million members of the U.S. Forces abroad and employees of the Federal Government and their dependents who are overseas.

These figures, which will include all minor civil divisions, all incorporated places, and unincorporated places of 1,000 or more inhabitants, are the basis for Federal per capita aid programs. They may even affect school district boundaries that may have to be redrawn because of population shifts.

During the next few months, the Census Bureau will begin to describe Americans by race, income, marital status, employment, education, standard of living. Its data also will depict housing conditions, rents, car ownership, migration.

The first of the Metropolitan Housing reports will be published next April; block statistics will begin in January, and detailed housing characteristics for States, cities, and counties will be issued beginning in February.

Population Census final reports will include a series on the number of inhabitants for States, counties (by urban-rural residents), minor civil divisions, census county divisions, all incorporated places, and unincorporated places of 1,000 or more inhabitants.

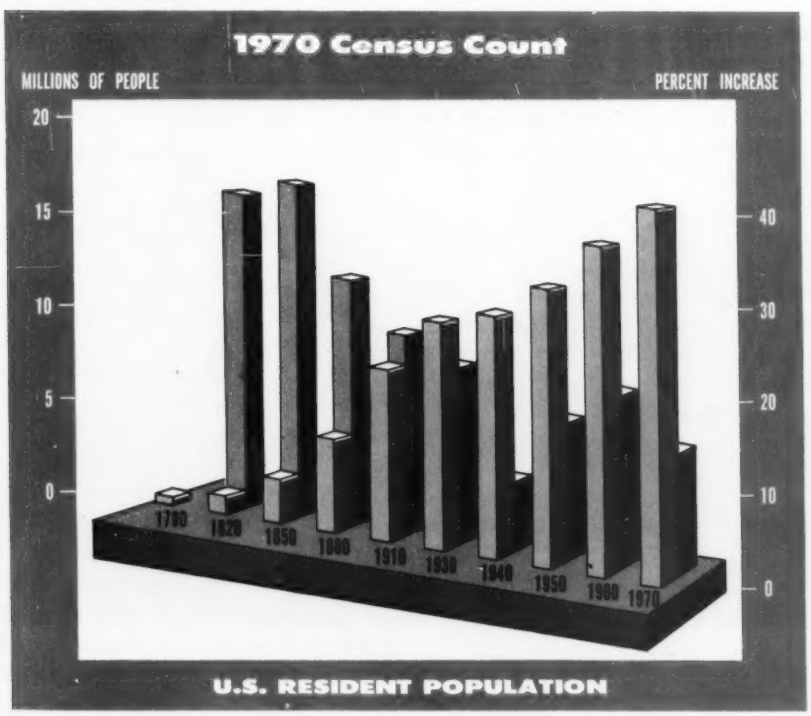
Additional population reports to be published during 1971 include data concerning general social and economic characteristics. Among the characteristics to be covered in considerable detail are national origin and race, fertility, families, marital status, migration, education, employment, occupation, industry, and income. There also will be a report on the geographic distribution and characteristics of the institutional population.

Population figures already released include the total resident population—excluding Americans overseas—and this number was 203,184,772 as of April 1, 1970. The figure represents an increase of 13.3 percent over the 1960 figure of 179,323,175. The biggest population surge came between 1950 and 1960, roughly 28 million, or 18.5 percent (see Page 25).

In percentage terms, the 1960-1970 population growth is lower than any other ten year period in the Nation's past, except for the Depression decade of the '30s, when the number of Americans grew only 7.3 percent.

*—Census Bureau*

**WHITE HOUSE PRESENTATION**—*Secretary Stans and Dr. George H. Brown, Census Director, submit to President Nixon the final 1970 census statistics, which form the basis for reapportionment of seats in the U.S. House of Representatives. The President must forward the census report next month to Congress, which has 15 days to object or make changes. If Congress does not act, the Clerk of the House then informs the 50 state governors of the number of U.S. Representatives each state will be entitled to elect in 1972.*




## Commerce Agencies To Bolster Minority Business Growth

Recently, in Philadelphia, a minister stood looking at the ashes of what an hour before had been his church. Suddenly he turned to the crowd who had been helplessly watching the fire.

"What are you standing around for?" he yelled. "We've got a church to build!"

The church was the Zion Baptist Church, and the minister, Rev. Leon Sullivan. His remarks are a cue to the personality of the man, who has been responsible for the extraordinary growth of minority business in the Philadelphia area.

Rev. Sullivan is the head of 12 non-profit Philadelphia organizations concerned with the development of minority enterprise. One of these organizations is the Zion Non-Profit Charitable Trust, which has played an instrumental role in making minority-owned and managed businesses a reality.

A partner with Rev. Sullivan in the trust has been Commerce's Economic Development Administration. A new supporter for the venture is another Commerce agency, the Office of Minority Business Enterprise.

Secretary Stans and OMBE Director, Abraham S. Venable, journeyed to North Philadelphia last month to join Rev. Sullivan in officially dedicating the Trust Entrepreneurial Development Training Center as the OMBE affiliate in that area. EDTC adds to the growing list of OMBE affiliate offices opening across the country.

The OMBE affiliation for EDTC will expand the services which the Zion Non-Profit Charitable Trust has been offering minority entrepreneurs. Functioning as a training center until this month, EDTC already has graduated 238 interns from Ownership and Management classes since its opening early last year.

**WORKING FOR PROGRESS**—*Breaking ground for Harrisburg, Pa.'s Progress Plaza shopping center are Mayor Harold Swenson, project Board Chairman Rev. Franklin L. Henley, and Secretary Stans. Rev. Leon Sullivan, founder of the Zion Non-Profit Charitable Trust, looks on.*

As an OMBE affiliate, EDTC will be able to assist these graduates and new applicants with follow-up services, furnishing not only an information reference service, but technical assistance and management counseling.

According to Alfonso C. Jackson, executive director for the new office, EDTC is interviewing to fill the positions, and expects to start full operation as an OMBE affiliate the last part of December. An EDA grant of $161,000 will help cover the costs of the first year's operation.

The offices for the new OMBE affiliate are in Progress Plaza, one of the first all-minority business shopping centers in the United States. The Plaza, planned and built by the Trust with Federal and private monies, has proven so successful that plans have been made to develop similar shopping centers in other parts of the country.

Secretary Stans took up a shovel to help turn over the first earth for the construction of the second Progress Plaza November 9 in Harrisburg, Pa.

Using the North Philadelphia Progress Plaza as a prototype, a supermarket will be the Harrisburg center's major draw, with small retail stores and minority businesses making up the remaining components. Technical assistance money has been granted by EDA.

"To black people," said Venable, "owning something visible, something viable, not only gives new direction to the young generation, but gives new identification to all minorities."

*—Office of Minority Business Enterprise*

## Shopping Center Sales Show Enormous Gain

During a four-year period, retail sales in the Nation's major suburban shopping centers climbed 51.9 percent while sales in "downtown" areas of cities registered a 4.2 percent gain. Sales in all retail outlets increased 27.1 percent.

These figures, from the new report, "Major Retail Centers, U.S. Summary," released November 23 by the Department, show that an enormous swing from city shopping to shopping in the suburbs occurred within the 1963-1967 period covered by the summary. The report shows also that the number of stores located in "downtown" business districts declined 4.6 percent compared to a 9.4 increase in the suburbs.

The report defines Major Retail Centers (MRCs) and Central Business Districts (CBDs) as concentrations of retail stores in Standard Metropolitan Statistical Areas (SMSAs). MRCs are shopping centers having at least one major merchandise store, and may include not only all the stores within the complex, but adjacent stores outside the center. A CBD is usually a city area of very high land value, characterized by a large concentration of retail businesses, theaters, hotels and service businesses, a high traffic flow, and a population of 100,000 or more.

The largest increases in both the number of establishments and sales are in MRCs grossing $50 million or more per year in retail sales, while the smallest increases (3.3 percent in sales) were registered by MRCs in the $5-$10 million gross sales category. More than 60 percent of the total retail trade business for 1967 occurred in areas with one or more Central Business Districts; 10.5 percent in areas without such a district; and 28.8 percent in non-metropolitan areas. *—Census Bureau*

# Department Carries 'Jobs For Veterans' Message To U.S. Business Community

Management, labor, veterans and private organizations, as well as Federal, state and local government agencies are being called upon to join forces in the national effort to improve job opportunities for returning servicemen and women.

In an open letter to the nation's business community, Secretary Stans said the Jobs for Veterans Campaign, initiated by President Nixon last month, "requires the joint and concentrated effort of all.

"The resources of the Federal Government are being marshaled to implement and advance the campaign. Working together we can assure that the nation will make full use of the talents and ambitions of these fine young people."

## Four million already

Since the start of the Vietnam conflict in late 1964, over four million men and women have completed their military obligation and returned to civilian life. Over one million more will leave the military service in each of the next several years, a number that will increase significantly with the accelerated redeployment from Vietnam and other reductions in the Armed Forces. About one-fourth of the returning veterans resume their educational pursuits, but the great majority enter the civilian labor market, many of them seeking their first full-time job.

According to the Department of Labor, about 7 percent of ex-servicemen are out of work. Most of them are in the 20-24 age group where the labor market is particularly tight. About 30 percent are married; many of them with more than one dependent.

Stans said that veterans offer many advantages as a manpower pool. "They are motivated and mature, skilled and experienced, eager to start a new career. They offer the opportunity to meet industry's manpower needs, disciplined, self-confident, many pretrained for specific jobs."

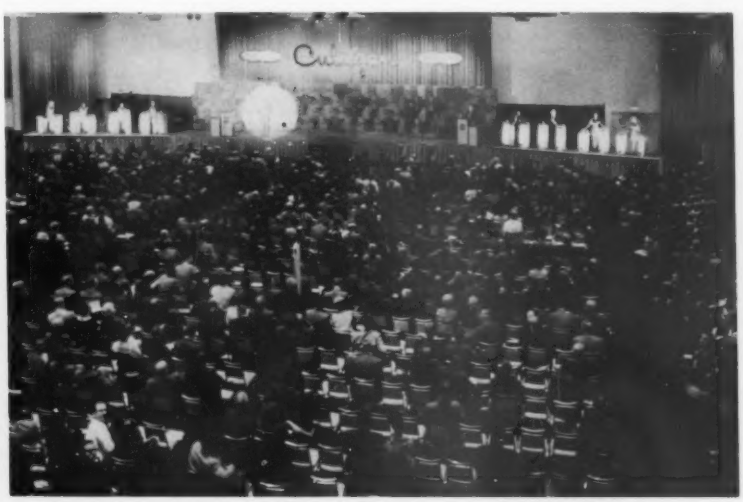
A nationwide mail campaign by the Departments of Commerce, Labor, and Defense, and the Veterans Administration is being set up to encourage participation from the nation's 900,000 employers, every government, business, labor, and veterans organization, and local and state government officials.

To provide maximum support, the directors of the Department's Field Service Offices, located in 42 major cities, will personally contact the governors of their States and the mayors of major cities in their area, and offer their services in developing and assisting in the formation and operation of State and local task forces.

## Uses direct contacts

The Department's Bureau of Domestic Commerce will utilize its direct contacts with more than 400 basic industries, trade associations and trade publications in alerting them to the campaign and urge their cooperation. Other participating bureaus and offices in the Department include: Economic Development Administration, Maritime Administration, National Bureau of Standards, National Oceanic and Atmospheric Administration, Patent Office, Bureau of International Commerce, U.S. Travel Service, Bureau of Census, and the Coastal Plains, Four Corners, New England, Ozarks, and Great Lakes Regional Commissions.

*—Bureau of Domestic Commerce*



**NEW TOURISM APPROACH**—*Culligan International's sales and vacation incentive tour brought nearly 800 of its overseas employees, dealers and distributors to its convention last month in Chicago (right). Attending the convention reception are from left Richard L. Bronwell, chief, international trade division of Commerce's Chicago field office; Gov. Richard Ogilvie of Illinois; Harold F. Werhane, president of Culligan International and Donald L. Porth, executive vice president, marketing.*

# Regional Economic Development Plan Shapes Up For Upper Great Lakes

A five-year plan designed to uplift the economy of 119 counties and their 2.8 million inhabitants who constitute the Upper Great Lakes Region was presented Nov. 24 at a meeting of the Federal Advisory Council on Regional Economic Development.

The plan, a pioneer document in comprehensive economic development planning, proposes a massive attack on the region's unemployment problem.

Closing or reducing the region's job gap is the primary objective of the long range plan, according to Alfred E. France, Federal cochairman of the Upper Great Lakes Regional Commission.

"The goal would be effected," France told the Federal Advisory Council, "through basic improvements in the physical and technological environment of the region to attract private investment, and by offering incentives to entrepreneurs to invest in job generating enterprises such as manufacturing and tourism."

The Upper Great Lakes Commission's proposal calls for a public investment program of $546 million to be spent over a five-year period. Financed by $382 million in Federal funds and $164 million in state and local funds, the proposal contemplates development of an estimated $1.2 billion in private investment and 100,000 new jobs.

The proposal, outlined by France, calls the job deficit the "single most serious problem of the region."

Considered as a key to closing the job gap is the commission's proposed incentive program which would require no direct federal-state appropriation. It would provide a 20 percent Federal income tax credit on private investments made in buildings, machinery, and equipment in specified activities.

"Where do we go from here? What will be the implementation of the plan once it is adopted?" These questions, posed by Under Secretary Rocco C. Siciliano, kept the meeting of the Federal Advisory Council tilted toward the future.

**Alfred E. France**
*Federal cochairman of the Upper Great Lakes Regional Commission*

George Pantos, special assistant to the secretary for regional economic coordination, said the Federal cochairman and the Upper Great Lakes Regional Commission staff will revise the overall plan, to take into account the Federal Advisory Council's suggestions. After a review by the Secretary of Commerce, the plan will be presented to the White House.

Pantos suggested that the Federal Advisory Council hold another session on implementation of the five year plans.

*—Upper Great Lakes Regional Commission*

# Tomorrow's Robot Reports Today

The Commerce Department Census Bureau has a computer on its public information staff, spinning out news releases at lightning speed for more than 16,000 editors and broadcasters across the nation.

Although the process was put into limited use by the Bureau in 1965, this is the first time that machines have reported facts from a decennial census of population and housing. A journalistic milestone, the computer is proving to be the fastest means of getting the first details of the 1970 Census of Population and Housing to the public.

The computers don't write the complete story, but they do insert correct data in prepared text and type out individual stories at 400 lines per minute. Without stopping, the machine addresses each release to the daily or weekly newspaper, or the radio or television station, which should get it.

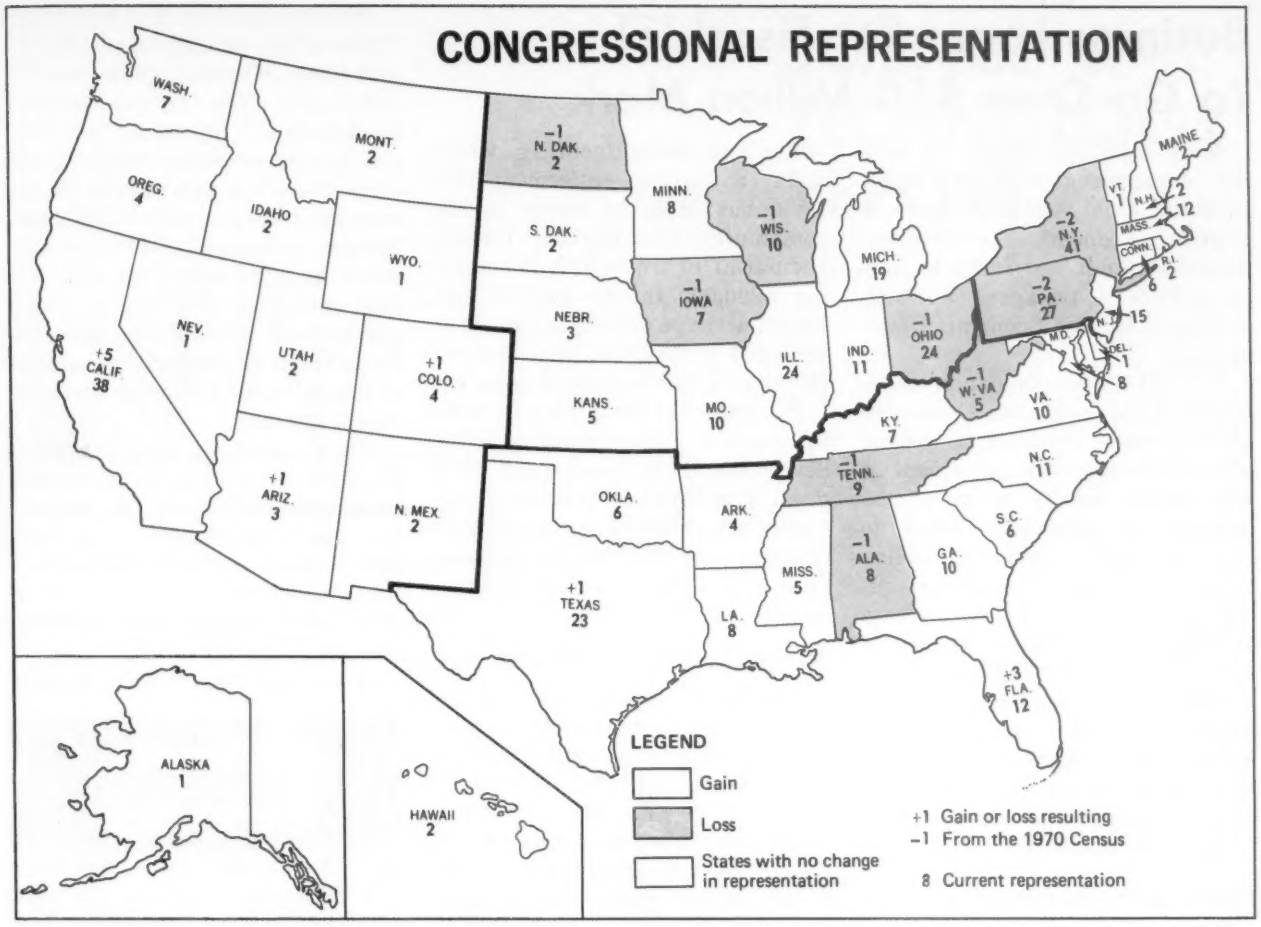
State by State the computer is spitting out the news releases, printing 40 different items for each county in the States. The largest states—such as California and New York—may take the computer 15 minutes to prepare, but the average writing time for each State is estimated to be five minutes.

The computer, of course, has been programmed to do this job. Three elements are used:

- Statistics from advance reports on population and housing characteristics from the 1970 census, including certain 1960 comparative figures. (A breakdown shows headcount by race, age, marital status, and urban-rural residence. In addition, the number of households, housing units, occupancy rate, and certain facts on home ownership, values and facilities are part of the print-out.)
- The names and addresses of the news outlets, coded by county.
- A set of instructions which direct the computer to select statistics concerning each of the Nation's 3,049 counties, print the figures at the proper point in the story, and address the story to each news outlet in that particular county.

Montana and Wyoming were the first States to benefit from the computer news releases.

*—Census Bureau*




**REDISTRIBUTION**—*The final 1970 census figures have indicated changes in Congressional representation for 14 States, effective January 1973. According to the apportionment map, which also indicated the present division of the seats, five heavy-shaded States will gain seats and nine lightly-shaded will lose seats.*

# Maine Military-Industrial Complex Changes To Peace-Time Production

The first loan to help convert a New England plant from defense equipment manufacture to peace-time production has been approved by Commerce's Economic Development Administration.

A business development loan of $3,544,000 has been granted to the Saco Valley Industrial Development Corporation of Biddeford, Maine, which plans to shift production in a local plant from military ordnance equipment to automotive shock absorbers.

The corporation, formed by a group of residents in the Saco-Biddeford area, is acquiring the Maremont Corporation plant, re-equipping it for the production of shock absorbers and leasing the plant back to Maremont for 20 years. The Saco plant will market its automotive products in New England and Middle Atlantic States.

The change-over will provide jobs for 600 workers facing layoffs because of scheduled cutbacks in the plant's military ordnance business. When in full production, the plant will create 600 new jobs for local residents.

"This long-term, low-interest loan," says Robert A. Podesta, Commerce's Assistant Secretary for Economic Development, "marks EDA's first concentrated monetary effort to prevent high unemployment in an area where the halting of defense contracts can cause economic depression.

"The agency," he points out, "has already been involved in several technical assistance programs across the country to aid in the conversion of military-oriented business to domestic peace-time conditions."

In addition to the EDA loan, the Saco Valley Industrial Development Corporation is investing $1,149,500, and a bank is lending $2,658,000 to complete the $7,351,500 project.

—*Economic Development Administration*

# Business Loans For Fiscal '71 To Go Over $50 Million Mark

More than $50 million in business development loans will be invested in fiscal year 1971 by Commerce's Economic Development Administration, according to Robert A. Podesta, the agency's Assistant Secretary for Economic Development.

The EDA business loan program is one of the basic tools Commerce offers private industry to expand or locate in high unemployment or low family income areas of the country. In approving loans to business, public agencies, Indian tribes or local development groups, the agency's emphasis is to relocate or expand established businesses in economically depressed regions.

One example of the way an EDA grant can enrich a community and attract new businesses, creating jobs for the residents, is the story of a new yarn manufacturing plant in Eufaula, Alabama.

### Plant spurs community

Fifty persons are spinning yarns there, and they are not telling tall tales. They're weaving the fabric for a better future, made possible by a $2.5 million loan from EDA.

The fifty persons are beginning a new operation for the town of 8,000. Columbus Mills, Inc., of Columbus, Georgia, which moved into the new $4,000,000 Eufaula plant two months ago, has begun the manufacture of yarn used in the production of Columbus Mills carpets. Even though the plant is still under construction, the firm expects to expand its small workforce to 200 within two years. In the future, employment could reach 500.

Eufaula has been the victim of out-migration, and Barbour County officials are working to create new jobs in the area to combat the high unemployment rate. Previously, EDA awarded a grant of $1 million to the town to improve water and sewer facilities, which were a major enticement for Columbus Mills to locate in the community. The Barbour County Industrial Board, which is investing $200,000 in the project, has helped arrange private financing of $800,000 toward the total cost of the plant's building and equipping.

Podesta said he is pleased with the results. "The Columbus Mills development," he pointed out, "is a great step forward towards eliminating the crisis of unemployment that has been threatening Barbour County, and Eufaula in particular, for the last decade."

### New future for Southwest city

In Miami, Oklahoma, where there is high unemployment, a new plant is being built and equipped by the Miami Industrial Authority of the city, with the help of a $1,497,500 business loan from EDA. The Authority, which wants to see Miami grow into a prosperous community, is also providing $1,852,500 from non-Federal sources to complete the $3,350,000 plant. When finished, the plant will be leased to Crown, Ltd. for the manufacture of a high-density particleboard.

This particleboard—a wood product made from wood chips and sawdust and used in the manufacture of furniture and doors—will bring an annual payroll of $1,359,000 and 219 new jobs to the small southwestern city of 13,800 persons.

"When fully operational," says Robert A. Podesta, Asst. Secretary of Commerce for Economic Development "Crown, Ltd. will employ over 189 workers in the plant and an additional 30 contract workers for trucking and service, paying them an average annual wage of $6,207—a much higher salary than the present area median family income."

Podesta also feels that the installation of this new facility in Miami will have additional effects on the community. "The raw material used by the plant," he notes, "will consist largely of scrap lumber presently discarded and burned by the numerous lumber mills in the area. Besides salvaging 43,000 tons of waste material each year and putting it to good use, Crown, Ltd.'s purchase of these scraps will stop the burning disposal of the material at the mill sites, reducing air pollution in the area."

Miami, part of the Northeast Counties of Oklahoma Economic Development District, is eligible for the low-interest, long-term loan because the area had an unemployment rate of 6.8 percent in 1969 compared to the national average of 3.5 percent.

*—Economic Development Admin.*

## Business Calendar

**Dec. 15—Chester, Pa.**—Launching of American Aquarius for U.S. Lines Inc. at Sun Shipbuilding and Dry Dock Co.

**Dec. 16—Washington, D.C.**—Symposium: Implementation of Merchant Marine Act of 1970. Representatives of Shipbuilders, Operators and Maritime Administration to discuss major provisions of new maritime program. For information call the Maritime PIO Office: 202-967-2746.

**Jan. 6—Ocean City, Md.**—Seafood Symposium, including industrial exhibits, sponsored by Delmarva Advisory Council Citizen Seafood Committee, Maryland Convention Hall. For information contact Mrs. Georgia C. Marshall. Phone 301-742-9271.

**March 11-14—Long Beach, Calif.**—"Ocean '71", Marine Recreation and Conservation" National Conference and Exhibition. Pacific Terrace Arena, Auditorium Complex.

# SCIENCE & TECHNOLOGY REPORT

- Industry pollution control effort begins to make impact
- Electro-optical device developed to measure tire wear
- Brake standards will need study after NBS research
- Federal agencies mount massive storm watch
- Patents of special interest

## *Industry Pollution Control Effort Begins To Make Impact On Nation*

Voluntary industry programs to eliminate certain pollutants from the environment are beginning to be effective according to preliminary reports recently issued by Commerce's National Industrial Pollution Control Council (NIPCC).

Created last April by the President to find answers to the serious industrial pollution problem afflicting the nation, the Council has sent reports from two of its 30 Sub-Councils on detergents, and junk car disposal and a staff report on mercury pollution to the Secretary of Commerce for transmittal to the President and the Council on Environmental Quality.

The Detergent Sub-Council reports that the detergent industry, made up of approximately 300 companies, has undertaken a massive program to reduce the annual phosphate content of laundry products by 100 million pounds. By early 1972 this reduction is expected to be at the rate of 641,200,000 pounds a year. Every major detergent manufacturer has under way top-priority efforts to formulate a non-phosphate laundry product.

### Phosphate use reduced

Prior to the voluntary phosphate reduction program, it was estimated that slightly more than 2 billion pounds of phosphate per year was consumed in laundry products. By late 1972 the total amount of phosphates in detergents will be decreased to 1.285 billion pounds per year, a 35.8 percent reduction.

Industry's intensive research in this area has resulted in the development of a new material called NTA (Sodium Nitrilotriacetate) which is to be used shortly in 15 regional and national granulated laundry brands. Tests have proven, the industry reports, that NTA is safe at the levels currently being used and contemplated for the near future. In addition, it has been found that at current levels, NTA will provide satisfactory cleaning with no problems for plumbing, home laundry equipment, water treatment equipment, and sewage treatment processes.

Extensive government testing is

underway supplementing that of private industry to make certain that the use of much larger quantities of NTA would have no adverse effect upon the environment.

However, the report points out, some scientists believe that the elimination of phosphates from detergents alone will not affect significantly the accelerated eutrophication occurring in lakes and rivers which causes overabundant plant life and threatens marine life. Phosphates also come from municipal sewage, human wastes, kitchen food wastes, industrial wastes, and agricultural fertilizer run-off.

Detergent producers are therefore working with suppliers and public and private sanitary engineering firms to help devise waste or sewage treatment systems which will return to natural water supplies significantly higher quality "used" water.

The Council's staff report on mercury states that this contaminant has been found in abnormal amounts in some water, fish, and game birds in at least 33 of the 50 states. The toxicity problem posed by mercury waste concentrations is complicated by the fact that microorganisms can consume mercury, convert it into methylmercury and bring it into the food chain. Deaths from mercury poisoning have been reported just in the past few months.

Concern for the impact of mercury on human health and economic welfare has led to a proliferation of research effort to determine the major mercury polluting sources. Industry is the biggest user of newly mined mercury and agriculture has been suspected because it places mercury compounds directly into the environment as fungicides and pesticides.

Industrial discharge of mercury with waste water has accumulated mercury in river silts. With severe restriction of waste discharges containing mercury, existing concentrations will, with the passage of time, tend to become more widely distributed and dissipated over the total environment, thus, gradually reducing levels in any one area.

Bringing the mercury pollution problem into focus has brought attention to problems concerning other toxic materials, the report points out. As industrialization continues, more and more toxic elements will be available to the populace. If their dangers to man and the environment are not thoroughly understood, proper pollution abatement efforts cannot be instituted.

As far as junk car disposal is concerned, the report of NIPCC's Automotive Sub-Council indicates that there are an estimated 14.5 million vehicles in auto wreckers' yards across the country. Abandoned cars, the major cause of esthetic concern, number about 3.5 million vehicles, almost twice as many of which are in rural as in urban areas.

The report calls for aggressive local regulation and enforcement to eliminate vehicle abandonment such as the State of New Hampshire's laws taxing the accumulation of junked cars on private property.

In recent years the economic demand for auto hulks for scrap in most urban areas has more nearly offset the expense to the community in removing such hulks. However, delays in disposing of such hulks, once they have been picked up by authorities, are created by the problem of obtaining release of title to permit conversion to scrap.

The Sub-Council concludes that only about 4,158,000 junked vehicles are not moving in the recycling process. Continued strong demand for auto scrap will contribute materially to the solution of this problem of recycling, the report states. Scrap shredders, introduced in 1961, have provided part of the answer supplemented by magnetic separators which separate the ferrous scrap from the non-ferrous.

With the rapidity of such technical developments in the scrap and allied industries, it appears probable that the scrap industry can and will, by itself, solve the junk car problem. Assistance from local governments in expediting the de-titling of vehicles, encouragement of zoning and shielding regulations, and adoption of penalties for car abandonment will also contribute to a solution to this problem, the sub-council reports.

NIPCC comprises 63 company chief executive officers. Bert S. Cross of the 3M Company is chairman; Walter A. Hamilton, of Commerce, is Executive Director of the Council. *—NIPCC*

## Inventors Congress Scheduled For Orlando, Fla., In April

In cooperation with Commerce's Office of Inventions and Innovations, National Bureau of Standards, and the Patent Office, the fifth Florida Industries Exposition Inventors Congress is to be held in Orlando, Fla., April 20-23, 1971.

The Congress is held concurrently with the four-day Exposition which draws a yearly attendance of 75,000 businessmen from many U.S. states and foreign countries. All inventions entered must have a patent or patent pending.

Highlight of the Congress again will be the Inventors Awards Luncheon at which cash prizes will be presented to winning entries selected by judges representing the engineering, manufacturing, and invention fields.

## Simpson Fills Vacancy

Richard O. Simpson, Deputy Assistant for Product Standards, has been named Acting Assistant Secretary for Science and Technology.

He will fill that post until a permanent Assistant Secretary has been appointed and confirmed to succeed Dr. Myron Tribus, who resigned recently.

# Electro-Optical Device Developed To Measure Vehicle Tire Wear

Tires under load make a "footprint"—or area of contact with the pavement—that is significant in studies of tire wear and failure as well as for studies of traction and skidding. At the National Bureau of Standards research scientists have developed an electro-optical device for measuring the actual contact area of tires of any tread and construction.

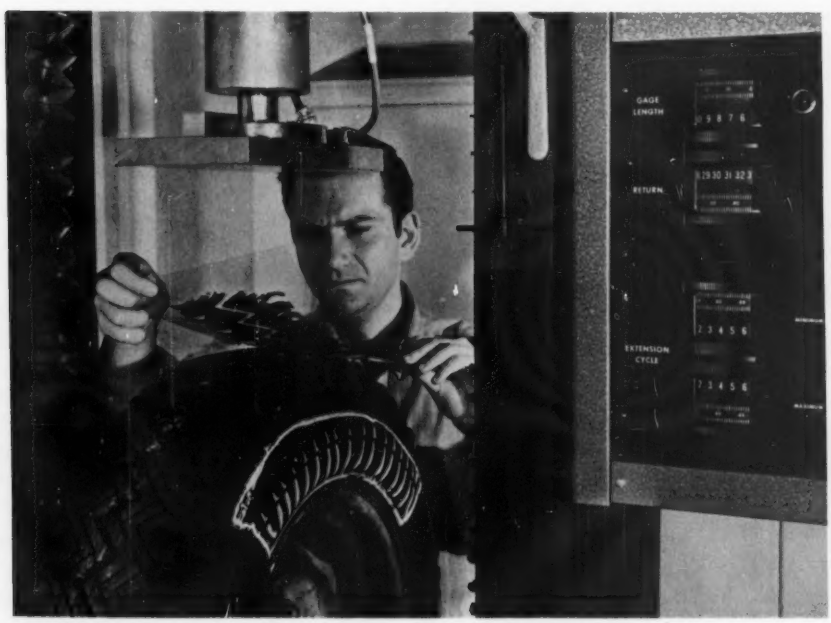
Unlike previous methods which were tedious, time-consuming, and subject to frequent error, the new NBS technique for making this measurement is rapid and fairly accurate. Developed in connection with work for the Department of Transportation, it consists essentially of a plane source of light of uniform intensity, a glass plate on which the tire print is placed, and an optical system focusing light passing through the plate on a photosensitive device. The developer of this instrumentation was Robert S. Pizer, an engineer in the NBS Office of Vehicle Systems Research.

Effective use of the electro-optical device requires care in obtaining the tire footprints to be measured. The procedure calls for inflating the mounted tire to the desired pressure, placing the wheel on a special hydraulic press, inking the portion to make contact, and placing an acetate sheet between the inked tread and the opposing surface representing the road. When activated the press closes slowly until it reaches the preset pressure and opens up again. The acetate sheet bearing the tire footprint is then removed and dried; the footprint on the acetate can then be placed in the optical integrator for measurement.

The ink used in making the impression was selected for high compatability with both the rubber and acetate surfaces.

Different platens, the plates against which the tire is squeezed, are used in making the impressions. A flat platen is used to simulate normal roads. A curved one has the same curvature as the surface of the driving wheel of the Bureau's laboratory road-simulation equipment. Comparison of the contact areas using the two platens will be essential to determine the validity of using the laboratory wheel to represent a road and to determine if a correction factor is needed.

*—National Bureau of Standards*




**"FOOTPRINT" OF A TIRE**—*Engineer Robert Pizer places an acetate sheet bearing a "footprint" of an inked tire in an electro-optical measuring device at the National Bureau of Standards' Office of Vehicle Systems Research. The device measures tire contact area.*

## Brake Standards Will Need Study After NBS Research

Women drivers don't always have what it takes when it comes to braking an automobile, automotive research engineers with the National Bureau of Standards discovered recently. As a result of their research, current standards of allowable brake performance as well as some adjustment in seat positioning may require attention for future passenger vehicles.

NBS engineers tested various women to determine if they could push a brake pedal hard enough to panic stop a car at 60 miles per hour. Current standards for brake performance are obtainable in some cars only by the application of as much as 200 pounds of force on the brake. Because women are considered to be less strong than men, the NBS Office of Vehicle Systems Research wondered how many women could push the brake pedal with that much force.

Two types of late model cars and 105 women ranging in age from 18 to 62 were tested. Fifty percent of the volunteers could not achieve an average sustained force on the pedal of 200 pounds in either vehicle and 20 percent of the group could not exceed an average sustained pedal force of 135 pounds in one car or 165 pounds in the other. The amount of force exerted by the women was determined by measuring the fluid pressure in the cars' brake systems.

*—National Bureau of Standards*

# Federal Agencies Mount Massive Storm Watch Off East Coast Hoping To Predict Damaging Winter Snows

A massive weather watch is in force off the Atlantic Coast to enable the National Weather Service of Commerce's National Oceanic and Atmospheric Administration to predict the sudden onset of winter storms along the Eastern seaboard.

Particular attention is being focused on a 150-mile coastal strip along the storm-breeding ocean area off the eastern U.S. where such storms have gone undetected in past years. Warnings sometimes have been too late to be effective such as the memorable winter storm of February 1969 which blanketed New England with tons of snow. While Weather Service forecasters accurately predicted the arrival of the storm, lack of data from the ocean-born weather system seriously hampered their efforts to predict the massive amounts of snow which paralyzed the northeast in the worst winter storm in a century.

Assisting NOAA's Weather Service in the "watch" are the U.S. Coast Guard, Federal Aviation Administration, units of the U.S. Navy and Air Force as well as various other components of NOAA.

A 10-mile-square "ocean station" about 200 miles east of the Virginia Capes and 200 miles south of Martha's Vineyard, Mass., is being continuously occupied by Coast Guard vessels during the winter season. Weather Service observers aboard the ships are making frequent surface and upper-air meteorological measurements. The Coast Guard is also asking about weather conditions from other ships which pass through the area under observation. In addition, the Coast Guard is providing information obtained from an experimental data buoy—the 40-foot XERB-1—which is moored in the Atlantic about 100 miles east of Norfolk, Virginia.

Daily reconnaissance flights in the storm-breeding area are being made by the Air Weather Service of the U.S. Air Force. During threatened storm situations, these sorties can be diverted to selected storm reconnaissance tracks. The flights will locate the center of the storm, and then fly around it at a distance of 120 miles from the center. The Air Weather Service planes are flying as many as 17 missions a week at altitudes up to 18,000 feet, depending on Weather Service requirements.

The Navy is flying meteorological and oceanographic data-gathering flights, up to three a week, through the data-sparse ocean area of concern.

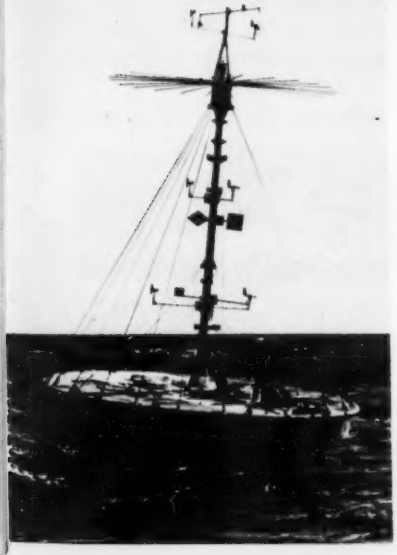
Aircraft reconnaissance as a backup for the Defense Department's flights will be made by a unit of NOAA's Environmental Research Laboratories, the Research Flight Facility.

FAA is providing air traffic control, communication, and flight assistance services to the weather reconnaissance flights.

NOAA's National Environmental Satellite Service offers support by giving weathermen daily satellite data from the area under scrutiny. This includes data from NASA experimental satellites such as Nimbus and ATS III, weather satellites in the ESSA series, and NOAA's new ITOS satellites.

Data gathered by the various agencies involved in the east coast storm project is channeled into high-speed computers at the National Meteorological Center, a Weather Service facility in Suitland, Md. The millions of bits of data are analyzed and a broad-scale forecast is produced. Aided by this computer-produced, man-modified guidance, forecast offices along the eastern coast are able to determine more accurately than before the likelihood of a winter storm's formation, its probable path, and its intensity. *—NOAA*

**WINTER'S ICY GRIP**—*With a predicted rough winter a week away, several federal agencies are cooperating in a broad-scale weather watch to enable NOAA's National Weather Service to detect big storms off the East Coast where they have gone undetected in past years resulting often in severe damage to the northeastern U.S.*



National Weather Service observers aboard Coast Guard vessels occupying an "ocean station" 200 miles off the east coast are making frequent surface and upper air meteorological measurements (upper right). Information is also being obtained from an experimental data buoy (left) 100 miles off the coast while reconnaissance flights are being made by Air Force and Navy aircraft together with planes of the Research Flight Facility of NOAA's Environmental Research Laboratories (bottom left). All of this is part of a huge data-collection operation being conducted this winter by the Weather Service to detect ocean-born winter storms threatening the northeast in time to warn of paralyzing snow storms.

## Patents Of Special Interest

**A reader and sorter.** A machine which can read and sort 30 documents a second and transfers the information to a computer for the necessary bookkeeping. With the aid of sensitive photocells and a built-in memory for the character shapes, the machine reads from one to three lines of type, and can also interpret handwritten numerals and pencil check marks. For utility bills, the billing is done by computer from information furnished by a customer. The reading machine is about 10 feet long, four-and-a-half feet high and three feet wide. Patent No. 3,538,499 issued to Jacob Rabinow and Leonard F. Glaeser, Jr. of Rockville, Md. The patent is assigned to Control Data.

**—A pulsating dental syringe.** A faucet-attached device that provides toothbrush, toothpaste, mouthwash, massage, and irrigation which requires no electricity, tank or moving parts. A plastic tube carries water from the faucet to an oscillator-amplifier which directs the pulsating stream against teeth and gums with a bristled tip. Patent No. 3,537,444 issued to Dr. Barnard J. Garn and Ebrahim L. Victory, New York City.

**—Packaging whipped cream layer cake.** A layer of cake is followed by a layer of whipped cream and second layer of cake. The second layer is pressed down to extrude whipped cream into the space between the cake and the box with successive layers added and tamped. When the cake is high enough, a topping is added and the cake is frozen. Patent No. 3,537,866 issued to Berthold L. Weller, Andrew Wolf and Harold M. Rich of Deerfield, Ill. and assigned to Sara Lee Kitchens of Chicago, Ill.

**—Safety razor with ribbon blade.** A safety razor having a holder and magazine which includes a supply and take-up reel joined by a thin ribbon-type blade which extends from one reel to the other. When one blade has been used up it is replaced by dialing another. Patent No. 3,540,124 issued to Jan Dawidowicz of Fairfield, Conn. and assigned to Eversharp, Inc. of Milford, Conn.

**—Audio visual teaching machine.** A teaching machine utilizing a single medium containing audio and visual stimuli, programming information and oral and/or digital response areas where the student may enter answers by means of keybuttons. The student may go back to the start position by means of a repeat keybutton or may also make oral responses. Patent No. 3,540,133 issued to Ronald V. Davidge and Robert A. Kolpek, Lexington, Ky., and assigned to International Business Machines Corporation, Armonk, N.Y.

**—Toy aircraft.** A toy aircraft made from three foldable blanks one of which includes a pair of wings shaped like a bird's wings and a fuselage shaped like a bird's head, body and tail. Patent No. 3,540,149 issued to Lewis G. Lowe of San Francisco, Calif., and assigned to Nut Tree.

In addition to patents, the Patent Office also registers trademarks for goods and services used within interstate commerce. Among the recently published trademarks were: "My Hang-Up" for travel luggage, "Doin' My Thing" for dolls, doll clothing, and doll accessories, "Oobi" for a chain letter game, "Shoofly Pie" for a three dimensional game, "Dryday" booklet dealing with weather forecasting, and "Instant Replay" for flavored beverages.

*Abstracts and drawings of patents are published as they are issued in the* Official Gazette of the United States Patent Office *each Tuesday. About 1,600 patents are issued each week. Copies of the* Official Gazette *may be obtained from the Superintendent of Documents, Government Printing Office.*

## 'Technological Forecasting' Seminars Planned For Coast

"Technological Forecasting" is to be the subject of a series of seminars offered for top management by Commerce Department field offices on the west coast in February.

Concerned that its wonder products today may be obsolete tomorrow, industry requires such a forecasting tool to prevent disaster and to alert its executives to new marketing opportunities. It is one method of determining where the technology in a particular industry is going.

Dr. Howard E. Sorrows, associate director of programs at Commerce's National Bureau of Standards, will chair the two to three hour seminars which will include presidents, executive vice presidents, and other top executives of companies which might be affected by changing technologies.

Commerce Today will publish the schedule of seminars in future issues.

*—Office of Business Services*

## Science Calendar

**April 20-23, 1971—Orlando, Fla.**—Fifth Florida Industries Exposition Inventors Congress. Produced in cooperation with Commerce's Office of Inventions and Innovations, National Bureau of Standards, and the Patent Office.

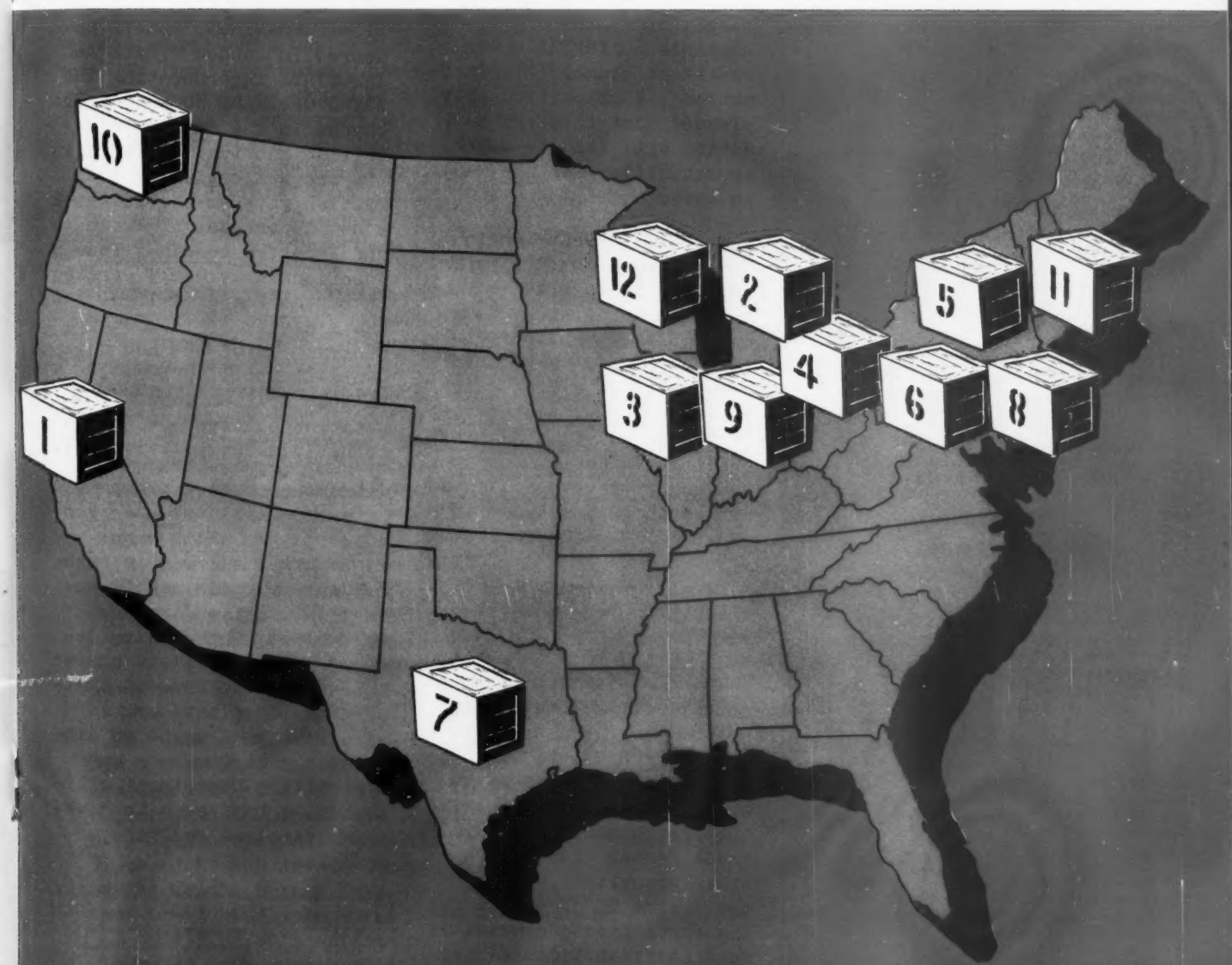
**May 10-14, 1971 — Gaithersburg, Md.**—National Bureau of Standards, Flow—Its Measurement and Control in Science and Industry. Cosponsors: American Institute of Physics, American Society of Mechanical Engineers, Instrument Society of America.

**June 16-18, 1971—Gaithersburg, Md.**—National Bureau of Standards, Summer Symposium in Analytical Chemistry. Cosponsor: American Chemical Society.

DECEMBER 14, 1970

# International Commerce

- California is now top export state
- Trade mission finds strong response
- Monthly roundup of moves affecting trade
- Munich show was Commerce's most successful
- Outlook for France, Italy, Indonesia




**Leading States In Manufactured Exports**

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INSTRUMENTATION—Motorola Instrumentation and Control Inc., Phoenix, subsidiary of Motorola Inc., received orders totaling more than $1 million for instruments to be installed in petrochemical plants in Italy. The instruments will be used to control ammonia, urea and caprolactam processing plants in Sardinia and Manfredonia as part of an expansion project by Ente Nationale Idrocarburi.

CONSTRUCTION — Panelfab International Corp., Miami, will provide two general hospitals totaling 300 beds in Panama. The contract, valued at $3.3 million, includes the manufacturing, equipping and delivery of two one-story medical and health complexes to be erected in rural Panama. Furniture and cabinets for the hospitals will be supplied by Allen Industries, Inc. of Miami, a wholly-owned subsidiary of Panelfab.

HYDROCARBONS—Fluor Corp., Los Angeles, has been awarded a contract by Corporacion Venezolana del Petroleo for engineering and procurement of a $4 million liquid hydrocarbon extraction plant to be located at El Tablazo, Zulia State, Venezuela. The plant will process 165 million standard cubic feet per day of natural gas and will extract ethane, propane and heavier hydrocarbon liquid products.

PET FOODS—Allied Foods of Atlanta has established a plant in Israel to produce canned cat and dog foods. An Israeli subsidiary, Allied Foods Israel Ltd., is being set up at Shderot near one of that nation's main slaughter houses. Part of the pet foods produced will be exported to the U.S., Germany and Britain; an annual export volume of $1.5 million is projected.

INDUSTRIAL FURNACES — Swindell-Dressler Co., Pittsburgh, through its affiliate Swindell-Dressler Overseas Co., a Melbourne, Australia-based engineering and construction firm, will provide 14 single-stack annealing furnaces and 30 rapid-cooling bases for John Lysaght (Australia) Ltd. The furnaces and bases will be installed at Westernport Bay near Melbourne as part of a cold mill designed to process about 26,300 long tons per month of sheet products. The plant is the initial portion of Lysaght's plans for an integrated steel mill. Swindell-Dressler, which will act as the consulting engineer during the mill's construction stages, is a division of Pullman Inc., Chicago.

# Newsmemo

"We welcome your initiative in Eastern Europe," Secretary Stans has told the Holiday Inns organization about its plans for hotel ventures there, including four in Romania. "It is in line with the Administration's policy of promoting peaceful trade with Eastern Europe as well as the Commerce Department's increased emphasis on facilitating East-West commercial transactions. I am particularly pleased that this transaction will lead to other opportunities for U.S. sales in those areas."

Meanwhile Pennsylvania Gov. Raymond Shafer, reporting on a State trade mission that was assisted by Commerce Department specialists, declared that business transacted on a five-city visit in Yugoslavia represented an all-time high by a Pennsylvania mission in one country overseas. In addition to $2.5 million in expected 12-month sales, the mission initiated licensing —joint investment discussions with a Yugoslav company.

The U.S. Trade Center in Paris, just beginning its second year, can point to 44 other new U.S. ventures in France—the efforts by 44 American companies entering the French market through Trade Center displays or other promotions. Among these were 25 companies taking their products overseas for the first time. Exhibitors at the six Trade Center shows signed 33 agency agreements. Between these shows 39 U.S. firms used the exhibit hall or lounge or other facilities to stage special promotions.

The United Kingdom, too, revamped its official publication for foreign trade this fall. The same week, in fact, that we appeared in Washington as "COMMERCE TODAY, incorporating INTERNATIONAL COMMERCE," there appeared in London "TRADE AND INDUSTRY, incorporating THE BOARD OF TRADE JOURNAL." The change in the 84-year-old British publication reflects the reorganization of the British government, in which a new Department of Trade and Industry combines the functions previously carried on by the Board of Trade and the Ministry of Technology. Central aim of the new unit —and its publication—is to help British industry and commerce achieve better international competitiveness.

Trade promotion programs at the State level received a boost this month when State officials met in Washington for their second annual international trade conference. These sales development specialists shared information on various State programs that have proved effective, and wound up discussing with Commerce and Agriculture Department officials the best ways to dovetail State and Federal policies.

NOTE: This column previews or underlines special aspects of world trade developments, with a particular focus on Bureau of International Commerce export and investment promotions. It is not intended to substitute for the detailed reporting and analysis in our regular news columns.

# States' Export List Headed By California

California and Michigan have moved to the top of the list of States in their exports of manufactured products.

A new compilation, based on a survey of 1969 reports, shows California with export shipments estimated at $2.72 billion f.o.b. factory, and Michigan with a total of $2.613 billion. Three other states: Illinois, Ohio and New York, topped $2 billion in 1969 factory export shipments. Other States in the top dozen were Pennsylvania, Texas, New Jersey, Indiana, Washington, Massachusetts and Wisconsin, in that order.

California's advance to the top stemmed from sharp increases in its aircraft and machinery exports.

The rise of Michigan is dramatic evidence of the effect of the 1965 U.S.-Canada agreement that eliminated duties on most automotive products moving between the countries. Michigan's trade in the transport category, which includes automotive products, went up 80 percent in the 1966-69 period.

The last prior survey of State manufactured export totals, reflecting 1966 shipments, was led by Illinois, with $1.869 billion. Overall, the manufactured export shipments gained 37 percent to $29.2 billion in the three years.

The data are based on queries sent to about 20,500 manufacturing establishments with 100 or more employees in industries known to have significant export shipments. These establishments were drawn by the Census Bureau from the 1968 Survey of Manufactures.

A total of 10,660 manufacturing plants had export shipments of $25,000 or more in 1969, adding up to a reported $20.4 billion in exports, from which the overall U.S. total of $29.2 billion was projected. The State of final manufacture is credited with the export even though its materials and components may have been produced elsewhere.

The Census publication containing the figures is part of a series of Current Industrial Reports, and is entitled "Survey of the Origin of Exports of Manufacturing Establishments in 1969." The series was begun in 1960 and has been updated every three years since then. State totals are broken down into 20 product groups.

## Manufactured Exports, By States

| State | Value f.o.b. plant, 1969 (Millions) | Value f.o.b. plant, 1966 (Millions) |
|---|---|---|
| United States | $29,210.0 | $21,299.2 |
| Alabama | 317.8 | 186.4 |
| Alaska | (25-50) | (25-50) |
| Arizona | 156.8 | 106.4 |
| Arkansas | 204.0 | 134.0 |
| California | 2,720.6 | 1,785.8 |
| Colorado | 157.0 | 93.6 |
| Connecticut | 659.4 | 489.4 |
| Delaware | 124.0 | 57.5 |
| Florida | 425.5 | 309.7 |
| Georgia | 427.9 | 354.5 |
| Hawaii | (10-25) | (10-25) |
| Idaho | 34.8 | 26.7 |
| Illinois | 2,343.4 | 1,868.9 |
| Indiana | 998.5 | 660.8 |
| Iowa | 412.0 | 336.9 |
| Kansas | 241.4 | 152.1 |
| Kentucky | 345.4 | 299.5 |
| Louisiana | 396.4 | 318.9 |
| Maine | 77.0 | 49.3 |
| Maryland | 361.9 | 236.3 |
| Massachusetts | 817.8 | 600.1 |
| Michigan | 2,613.1 | 1,568.2 |
| Minnesota | 492.2 | 326.5 |
| Mississippi | 180.8 | 137.1 |
| Missouri | 633.5 | 369.4 |
| Montana | 13.7 | 16.3 |
| Nebraska | 100.5 | 61.6 |
| Nevada | (10-25) | (5-10) |
| New Hampshire | 73.8 | 51.7 |
| New Jersey | 1,113.9 | 980.0 |
| New Mexico | 16.3 | 23.1 |
| New York | 2,295.7 | 1,837.7 |
| North Carolina | 739.0 | 560.1 |
| North Dakota | 6.8 | 3.9 |
| Ohio | 2,337.6 | 1,670.3 |
| Oklahoma | 157.7 | 117.4 |
| Oregon | 240.5 | 143.0 |
| Pennsylvania | 1,902.2 | 1,542.4 |
| Rhode Island | 110.3 | 91.5 |
| South Carolina | 253.5 | 180.1 |
| South Dakota | 12.7 | 8.1 |
| Tennessee | 471.5 | 340.2 |
| Texas | 1,467.8 | 1,099.6 |
| Utah | 48.2 | 57.6 |
| Vermont | 51.9 | 43.2 |
| Virginia | 581.2 | 498.6 |
| Washington | 954.5 | 602.2 |
| West Virginia | 234.9 | 205.7 |
| Wisconsin | 785.3 | 619.6 |
| Wyoming | (1-5) | (1-5) |
| District of Columbia | 14.1 | 10.4 |

Totals for Alaska, Hawaii, Nevada and Wyoming are expressed in ranges mainly to protect confidentiality of individual company reports.

READY TO SELL IN PARIS—*Apparel Mission, at Orly Airport, begins to assemble with Mission Director Thomas E. Drumm, Jr., fifth from left. Picture at right shows Jan H. Erenstein, Ass't Export Sales Manager for Munsingwear and Hollywood Vassarette, Minneapolis. Amid clothing samples, he talks with interested buyers.*

# 'Young America' Styles Sell In Europe, Says Mission

If it's "kicky"—distinctively young American—it will sell, regardless of price.

Such was the consensus of 23 executives who comprised the TWA American Apparel Trade Mission that recently visited four of Europe's most highly competitive marketplaces.

The mission—organized jointly by the American Apparel Manufacturers' Association and Trans World Airlines, with the cooperation of the Commerce Department—returned early last month from a two-week business tour which took the group to Rome, Duesseldorf, Paris, and London.

Mission Director Thomas E. Drumm, Jr., who is Deputy Director of the Department's Office of Business Services, sums up the mission's findings this way: "U.S. apparel and textile manufacturers can compete in Europe if their product is uniquely American, especially 'young American.' The 'Made in U.S.A.' label is still important; but more important is the 'look,' for which comfort and price are often sacrificed. Europeans, with affluence and leisure time, should present valuable opportunities for this industry. Time, investment, and executive effort on the part of U.S. firms will be required, however."

## Buying unit flies in

A first for the AAMA, the mission was for most of its participants "a fishing expedition"—an attempt to learn as much as possible about prospects for the marketability of their products. In each city visited, the lively interest of apparel buyers kept the U.S. suppliers hard at work. Some of their items were popular in one market, some in another. Business was conducted in all four countries. From Frankfurt, the large mail-order house and department store chain, Quelle, sent a private plane with its entire apparel buying unit to the mission talks in Duesseldorf.

The U.S. executives chalked up $167,000 in immediate sales and expect $2 million worth of orders over the next 12 months, Director Drumm says. Some members already had representatives in some of these areas. Five new representatives were appointed, however, and negotiations are pending with another 37 possible agents or distributors and on several licensing arrangements.

"Success," according to Ellis Meredith, Executive Vice President, AAMA, "wore many different faces for individual participants because, while the industry was the same, factors such as the product mix, size of operation, and type of distribution could hardly have been more heterogeneous."

Topping the mission's on-the-spot impressions was a reinforcement of their awareness that the youthful population of America is playing an important role in influencing the sale of U.S. fashions and fabrics in Europe. Walter Sharoff, Vice President, M. Lowenstein & Sons, Inc., New York, one of only two textile members of the mission, observed, "It is wrong to assume that these markets are wide open for U.S. textiles on an 'across the board' basis. However, there is keen interest in textiles that are typically American, such as denims and denim type cloth and other fabrics that represent fashion used in garments worn by the young in the United States."

American-made jeans continue to have an apparently unlimited market in Europe. From Nashville, Genesco's Export Division General Manager Donald Carlton, one of the busiest participants, with his line of unisex samples, said that he had made some of the best contacts he had made in years. In one day alone he talked with 60 potential buyers. The Western appeal is big in Europe right now, price is no factor, nor is comfort—the "look" is what sells.

### Styling, service count

In short, as Canton O'Donnell, Vice President for Marketing, Bayly Manufacturing Co., Denver, put it, "U.S. apparel firms that have responded quickly and wisely in their own market have been tremendously successful in the past few years. If they approach the European market with the same attitude, and with a little more patience, they can realize similar growth. We cannot compete on price—but we can on styling and service."

Barrow Manufacturing Co. of Winder, Ga., represented by Dan Blitch, its First Vice President, picked up one of the mission's best orders while in London and a start of a breakthrough into the English market with his selection of high-style men's and boys' slacks and jeans.

Conrad Malmgren, President of the Brooks Uniform Division of Blue Bell, in Dallas, said he found a lot of interest in both Germany and the United Kingdom in what was happening in the U.S. uniform industry regarding styling in career apparel. Concerning his parent company, which makes jeans, he too confirmed the Western appeal and said that there appears to be absolutely no sign of a let-up in the huge demand for American jeans and Western wear.

Even the "Man from Arrow," Hans Schwerdtfeger, New York, whose company is already heavily involved in Europe, found the mission contacts excellent prospects for follow-up by their European-based sales staffs.

While there was great interest in men's wear and children's novelty items, much more effort is needed to sell U.S. women's apparel, the mission concluded. High priced women's wear items face rough going, unless this portion of the industry works out a joint effort, says Lawrence Tepper of Carlye Dress Corp., St. Louis.

The opinion was shared by Tiennie Greenberg of Internationale Set of Los Angeles, makers of women's sportswear, who felt on the whole that "price and fashion differences are too much for us." The one exception, she reported, is Italy, where "with diligent effort on the part of a conscientious agent, a fair volume could be attained provided he covered all the important cities in Italy."

The American Apparel Mission was the fourth MarketAir mission for which TWA has made available to Commerce Department trade groups a block of seats on an inaugural flight. The inaugural portion of the trip was from New York to Rome.

Assisting on the mission and working with the Director were Ellis L. Meredith of AAMA, Richard Miller and Margret Klein of TWA, and Wanda Lee Ale of the Commerce Department's Trade Missions Division.

The Commerce Department is considering additional apparel missions for 1971. For more information, write: Trade Missions Division, BIC-926, Department of Commerce, Washington, D.C. 20230.

# Trade Act Had Top Focus In Month's Official Actions

*This article is another in a series of monthly reports outlining actions in Congress or elsewhere in Government, and by foreign or international bodies, affecting world trade, as noted by the Bureau of International Commerce's Office of International Trade Policy.*

In November (and up to this issue's deadline), the Trade Act of 1970 was moving further through the legislative process with House passage of the bill and Senate Committee consideration of its trade provisions as an amendment to a pending social security measure.

## CONGRESS

The House passed H.R. 18970 on Nov. 19, by a vote of 215 to 165, with 3 abstentions, following two days of debate. The bill passed in the form reported by the Ways and Means Committee (see *International Commerce*, Sept. 7), despite efforts by opponents to open the bill to amendment on the House floor.

On Nov. 30 the Senate Finance Committee announced its approval of the basic trade provisions of H.R. 18970—but with numerous changes, additions, and deletions—as an amendment to H.R. 17550, the Social Security Amendments of 1970.

In the Finance Committee version, those provisions which are similar to the House-passed bill give the President trade agreement authority to reduce tariffs by 20 percent and provide for import quotas on shoes and textiles. The trade agreement authority differs from the House version in that the authority would expire on July 1, 1975, instead of July 1, 1973, and the President would be prohibited from using the authority except as "compensation" to countries whose trade is adversely affected by tariff adjustments or other import restrictions imposed by the U.S. on

products subject to trade agreement concessions. In addition, the Committee amendments to the House-passed version of the textile provisions would provide quotas for certain necktie fabric and for headwear and gloves wholly or substantially of cotton, wool or man-made fibers.

Excluded from the Finance Committee version are House-passed provisions permitting the establishment of Domestic International Sales Corporations (DISCs), authorizing the President to remove American Selling Price (ASP) customs valuation, and providing direct appropriation for the U.S. share of the expenses of the General Agreement on Tariffs and Trade (GATT).

Provisions approved by the Finance Committee which differ from the House-passed bill include: (1) investigatory power for the Secretary of Commerce and expanded authority for the President to act against foreign import restrictions; (2) tariff adjustment amendments maintaining the need to show a causal relationship between increased imports and U.S. trade agreement concessions in order for a domestic industry to qualify for tariff adjustment or other relief from injurious import competition; (3) a more flexible test for "severe and acute" injury to domestic industries to replace the arithmetic formula in the "trigger mechanism" of the House-passed bill; (4) an additional 90 days for the Secretary of the Treasury to make preliminary determinations in "exceptional" dumping cases and the same right to judicial review for domestic producers in the Customs Court as is currently provided importers in dumping cases; (5) maintenance of Tariff Commission membership at six and transferring control of the Commission's budget from the Executive Branch to the Congress; and (6) amendments to the House-passed tariff-quota provisions for mink, setting the tariff-rate quota at 3.6 million skins (as compared to 4.6 million in the House bill), allocating the tariff-rate quota on a quarterly basis, and excluding from the tariff-rate quota trimming scrap pieces and plates, mats, and linings made from such pieces.

In addition, the Senate Finance Committee added provisions not included in H.R. 18970 as passed by the House. These include amendments: (1) to require the President to take action necessary to assure complete freedom of trade in automobiles between the U.S. and Canada by Jan. 1, 1973; (2) to require publication of all monthly trade statistics showing separately those exports financed by Government grants and credits and to tabulate and report import data on a c.i.f. basis as prominently as on the f.o.b. basis; (3) to eliminate certain avoidance practices in connection with meat import quotas; and (4) to reduce the rate of duty on parts of ski bindings to three percent ad valorem. Finally, the Finance Committee bill would direct the Executive Branch to submit studies to Congress on 16 topics concerning GATT rules and other trade issues and would direct the Tariff Commission to submit four reports to Congress on questions involving tariff and nontariff barriers, tariff concessions, customs valuation, and multinational firms.

*Other Congressional Actions:* On Nov. 19 the House passed H.R. 19830, an appropriations bill which contains a provision prohibiting any procurement under the Act of hand or measuring tools not produced in the United States, unless the cost differential between the imported and domestic product is at least 50 percent. The present differential for non-military procurement usually is 6 percent.

Also, on Nov. 30, the House passed H.R. 18884, which contains provisions extending the product coverage of Section 8e of the Agricultural Marketing Act to include olives, raisins and prunes, with an amendment excluding Spanish-style green olives from import restrictions. The House then vacated passage and adopted S. 1181, a similar Senate-passed bill amended to contain language of the House bill as passed. Section 8e requires that certain specified imported commodities must meet the same requirements as domestic commodities shipped under marketing orders in the United States.

Committee action during November included the filing of favorable reports by: (1) the House Agriculture Committee regarding H.R. 19757, the Egg Products Inspection Act; (2) the House Ways and Means Committee with respect to H.R. 18564, amending the tariff to raise the rate of duty on olives packed in certain airtight containers; and (3) the House Ways and Means Committee on H.R. 19567, implementing the International Coffee Agreement until July 1971.

During November, two trade-related bills were introduced: (1) S. 4515 (Packwood) to continue until 1976 the current log export restrictions; and (2) H.R. 19829 (Ullman) to temporarily suspend the duty for tungsten ore and calcium tungstate.

No import quota bills were introduced in either chamber during November. Thus, the number of such bills submitted to this congress stands at 590. The total number of trade-related measures now approximates 900.

## TARIFF COMMISSION

*Import Injury Cases:* Since October, the Tariff Commission has reported its finding for one investigation and initiated several others. On Nov. 13 the Tariff Commission found 3-1 (Clubb, Moore, and Sutton in the affirmative; Leonard dissenting) that increased imports of woven fabrics, resulting in major part from trade-agreement concessions, had been the major cause contributing to the closing of Arista Mills Co., Winston-Salem, N.C. In doing so, the Tariff Commission verified Arista

Mills' eligibility to apply for adjustment assistance. This investigation, the 13th initiated as the result of a petition by a firm under provisions of the Trade Expansion Act, was the first one involving a textile firm.

In addition, the Tariff Commission initiated ten new investigations of petitions for adjustment assistance: one on behalf of a firm and nine on behalf of worker groups. The firm investigation concerns the effects of imported loudspeakers, audio-frequency electric amplifiers, radio receivers, and radio-phonograph combinations on similar items produced by H. H. Scott, Inc. of Maynard, Mass. The other investigations concern the effect of imports on items produced by workers at the following plants: (1) Lear Jet Stereo, Inc. of Detroit, (stereo eight-track cartridge playing and recording systems); (2) Factory E, International Silver Co. of Meriden, Conn. (stainless steel and silver-plated table hollow ware); (3) Factories C, H, and L, International Silver Co. of Meriden-Wallingford, Conn. (stainless steel flatware); (4) C. P. Electronics, Inc. of Columbus, Ind. (television set components); (5) Caressa Shoe, Inc. of Miami, (women's shoes); (6) Buffalo, N.Y. plant of Wood and Brooks Co. (piano keyboards); (7) Syracuse and Town of Salina, N.Y. plants of Syracuse China Corp. (household ware of non-bone china or subporcelain); (8) Nitro and Parkersburg, W. Va., and Front Royal, Va., plants of FMC Corp. American Viscose Division (rayon staple fiber); and (9) R. C. Allen, Inc. Typewriter Division of Woodstock, Ill. (manual office typewriters). Consequently, the Tariff Commission now has pending 12 investigations resulting from petitions under provisions of the Trade Expansion Act. In addition to the firm and worker cases cited above, the Tariff Commission also has under consideration escape-clause investigations for industries making billiard balls and non-rubber footwear.

*Dumping Cases:* A finding of injury in the Japanese tuner investigation and the initiation of an injury investigation regarding Japanese ferrite cores comprised the Tariff Commission's recent actions under the Antidumping Act of 1921. The Tariff Commission, by a unanimous vote, reported on Nov. 3 its finding that the domestic producers of tuners used in consumer electronic products (except stereophonic tuners) are being injured by the less-than-fair-value imports of tuners from Japan. The Treasury Department had found on July 15 that exporters were selling these Japanese tuners in the United States below prices received for the product in Japan. As a result of the Treasury finding and the Commission's determination, imports of these Japanese tuners will become subject to a special dumping duty.

The newly opened case follows a Treasury Department finding on Oct. 28 that Japanese ferrite cores of the type used in consumer electronic products are being imported at prices below those paid by Japanese consumers. The Commission has initiated an inquiry to determine whether or not a domestic industry has been injured by these less-than-fair-value imports.

*Section 337 (Unfair Import Competition Cases):* During November, the Tariff Commission reported its recommendations regarding one investigation and announced receipt of another complaint. In its preliminary investigation involving alleged patent infringement by importers of ampicillin, the Tariff Commission divided 2-2 on the recommendation of a temporary exclusion order (Clubb and Moore in favor; Sutton and Leonard opposed). As this case is a matter in which the President has authority to change import restrictions, the President must now decide which opinion to accept. The Commission was unanimous in ordering the initiation of a full investigation of the complaint filed by Beecham Group Limited of Great Britain and Beecham, Inc. of Clifton, N.J., the manufacturer of ampicillin.

Announcing receipt of a complaint filed by Atlantic Products Corp. of Trenton, N.J., the Tariff Commission initiated a new investigation of alleged unfair methods and unfair acts in the importation and sale of lightweight luggage. A preliminary inquiry into the complaint, which alleges patent infringement by at least three importers, has been instituted to determine whether full investigations are warranted and whether temporary exclusion orders should be recommended to the President pending outcome of full investigations. Information pertinent to the preliminary investigation may be submitted to the Tariff Commission not later than Jan. 11.

*Hearings:* The Tariff Commission held 15 days of hearings during November in connection with its investigation of the competitiveness of particular U.S. industries. During the investigation, initiated at the President's request, approximately 90 representatives of domestic producers, labor unions, importers, retailers and foreign exporters testified. In addition to general testimony on the role of imports and the ability of American firms to compete in the U.S. market, testimony was given with regard to nearly 75 different products. Although the public hearings ended on Nov. 25, written statements concerning the competitiveness of U.S. industries are still being accepted.

## OTHER AGENCIES

*Treasury—Dumping Decisions:* The Treasury Department announced during the past month decisions concerning three dumping investigations: (1) Japanese ferrite cores used for consumer electronic products were found to have been sold in the United

States at prices below those in the exporter's home market, and the case was referred to the Tariff Commission; (2) a final determination of no sales at less than fair value was announced with respect to loudspeakers from Japan; and (3) a tentative negative determination was reported for frozen french-fried potatoes from Canada.

In addition, the Treasury Department announced an intent to revoke a finding of dumping with respect to cast iron soil pipe from Poland. The revocation notice was based on the fact that since the original finding in 1967 there have been no sales of Polish cast iron pipe in the U.S. at less than fair value, and on assurances by the exporter that no future sales at less than fair value will occur.

*Treasury—Amendment of Customs Regulations:* The Department of the Treasury published in the *Federal Register* of Nov. 24 amendments to the Customs Regulations in order to assure conformity with regulations issued by the Interior Department's Bureau of Sport Fisheries and Wildlife. The purpose of these regulations is primarily to govern the importation and transportation of fish and wildlife, including endangered fish and wildlife, as necessitated by the Endangered Species Conservation Act of 1969, the Black Bass Act and the Lacey Act.

Also, the Treasury published in the Oct. 24 *Federal Register* proposed Customs regulations governing the importation of articles subject to the Switchblade Knife Act (P.L. 85-623). These regulations, which reflect the historical implementation of the Act, delineate imports restricted by the legislation. In addition, Treasury published in the *Federal Register* of Nov. 10 notice that certain metal containers used to transport snowmobiles have been designated instruments of international traffic. Consequently, importers, having once obtained a bond to import these containers, may enter these containers duty-free without additional bonds or entry papers. The item, however, must remain in international trade.

*Labor—Worker Adjustment Assistance Petitions:* During the month, the Labor Department certified five worker groups as eligible to apply for adjustment assistance. In addition, the Department, made its first denial of a petition.

Those receiving eligibility are workers at the following plants: (1) the Cincinnati piano plant of D. H. Baldwin Co.; (2) Wyoming, Mich., automotive soft-trim plant of American Motors; (3) Henryetta, Okla. sheet glass plant of PPG Industries; (4) East Rochester, N.Y., piano plant of Aeolian American Co.; and (5) Chicopee and Ludlow, Mass., electronic components plants of F. W. Sickles Division, General Instrument Corp. Those denied eligibility are former workers of Grinnell Brothers, Inc., a Holly, Mich., piano manufacturing plant now closed. The denial was based upon the conclusion that a corporate decision by American Music Stores to transfer piano production was related to domestic efficiency, not import injury.

Applications by the glass and piano workers followed Tariff Commission findings of injury and threat of injury to the respective domestic industries and Presidential authorization to apply earlier this year (*International Commerce,* Jan. 12 and Mar. 16).

The applications by the electronic components and automotive-soft-trim workers followed affirmative Tariff Commission and Presidential decisions on adjustment assistance investigations initiated on behalf of the two worker groups (*Commerce Today,* Nov. 2 and *International Commerce,* Sept. 7 and Aug. 10). Currently, investigations are in progress for five petitions requesting eligibility to apply for adjustment assistance.

*Commerce—Adjustment Assistance Granted:* The Commerce Department announced on Nov. 19 certification of the trade adjustment proposal submitted by the Benson Shoe Co. of Lynn, Mass. The second firm to be granted adjustment assistance under provisions of the Trade Expansion Act, Benson Shoe will receive financial and technical assistance to modernize its machinery and equipment, to realign its product mix, and to implement a continuous marketing and production efficiency program. The first firm to receive adjustment assistance was Emil J. Paidar Co., a Chicago barber chair manufacturer (*International Commerce,* Oct. 5).

*Commerce—Miscellaneous Regulations:* In the *Federal Register* of Nov. 14, the Commerce Department published a list of certain steel scrap products, coking coal and bituminous coal used for steam generating purposes which will be subject to regular monitoring but not currently under short supply quota controls. The Export Control Act requires control of commodities to the extent necessary to protect the domestic economy from the excessive drain of scarce materials, and to reduce the serious inflationary impact of abnormal foreign demand. In the *Federal Register* of Nov. 18, the Department published the formula for 1971 allocations of duty-free watch quotas among producers located in the Virgin Islands and Guam.

*Agriculture—Fruit and Vegetable Imports and Exports:* The Agricultural Research Service has amended its administrative instructions prescribing treatment and relieving restrictions regarding the importation of okra from Mexico, the West Indies, and certain countries in South America. The amendments, published in the *Federal Register* of Nov. 25, make entry requirements consistent with present regulations governing domestic shipments. In addition, grade requirements for oranges, tangerines, tangelos, and grapefruit grown in Florida and intended for export were published in the

*Federal Register* of Nov. 2. They prevent shipments outside North America of sub-minimum fruit.

*Agriculture—Miscellaneous Regulations:* On Oct. 30, the Agriculture Department published in the *Federal Register* regulations relating to the importation of cattle from Mexico. The regulations, effective immediately, concern inspection of herd history and tuberculin testing of animals imported from Mexico and will help health officials of the Agricultural Research Service prevent the importation of animal diseases. In addition, the ARS has added 14 Belgian nurseries to the list of foreign nurseries designated as eligible to ship specified disease-free material to the U.S., as reported in the *Federal Register* of Nov. 19.

*Interior—Oil Import Administration:* In the *Federal Register* of Nov. 4, the Oil Import Administration announced amendments to clarify regulations concerning jurisdiction of the Oil Appeals Board with regard to appeals alleging error by the Oil Import Administrator on applications for allocations. On Nov. 17, the Administration published in the *Federal Register* an announcement that natural gas liquids from Canada can be imported into the United States, east of the Rockies, in excess of the amount prescribed by the control formula which was established by the Presidential Executive Order of Mar. 1. (*International Commerce*, Apr. 13). In effect, the amendment modifies the country of origin regulations which are part of the temporary, formal limitations on imports of crude and unfinished oils from Canada established by the Mar. 1 proclamation.

Also, the Director of the Office of Emergency Preparedness has found, with the advice of the Oil Policy Committee, that the adoption for one year of a liberalized policy with respect to imports of asphalt will not impair the national security and is necessary to assure adequate supplies. The regulations, which appeared in the Nov. 18 *Federal Register*, allocate asphalt imports to persons demonstrating a need for such imports in order to meet contractual obligations or manufacturing requirements.

*FDA — Lenses for Eyeglasses and Sunglasses:* In the *Federal Register* of Oct. 2, the Food and Drug Administration published proposed regulations which would bar the manufacture of eyeglasses and sunglasses containing ordinary crown glass lenses on and after Dec. 31, 1971. Interested parties have until Jan. 30 in which to submit comments to the HEW Hearing Clerk.

*Special Trade Representative—EEC Variable Levy on Calculated Added Sugars in Canned Fruits:* The interagency Trade Information Committee, chaired by the Office of the Special Trade Representative, held a public hearing Nov. 12 at the request of the National Canners Association, concerning the effects on U.S. trade of the EEC variable levy on added sugars in canned fruits. The association contended that the EEC levy is not justifiable and said the U.S. should insist on its right to fair treatment by demanding that the levy be converted into duties consistent with trade pacts.

## INTERNATIONAL

*Foreign Antidumping Actions:* Canada's Anti-Dumping Tribunal began an inquiry on Nov. 16 to determine whether dumping of liquid chlorine by Dow Chemical Inter-American Ltd., Midland, Mich., is causing or threatening material injury to Canadian producers. This matter was referred upon an Oct. 14 finding by Canada's national revenue agency.

*GATT Nontariff Barrier Discussions:* Two of the five working groups of the GATT Committee on Trade in Industrial Products (CTIP) met in Geneva Nov. 2-11 to continue efforts to develop solutions for nontariff barrier problems. The working group on government participation in trade focused primarily on the problems of export subsidies and countervailing duties and discussed the possibility of a review of the GATT provision on subsidies and development of a code on countervailing duties. The working group on technical standards discussed the proposal of the U.S. and several other countries to develop a GATT code of uniform technical standards. Although these meetings mark the end of the efforts of the individual work groups, the CTIP will study their reports and continue its work on nontariff barriers to trade.

*EEC—Preferential Agreements:* The European Economic Community's (EEC) preferential Trade Agreements with Spain and Israel came into effect on Oct. 1 (see *International Commerce*, Sept. 7 and July 23). The parties to these agreements will substantially reduce their tariffs on mutual trade over the next several years. In the expectation of a GATT examination of the agreements early next year, the parties to the agreements are preparing answers to questions submitted by interested members of the GATT. The U.S. has recently initiated action under the GATT to protect U.S. citrus exports that are disadvantaged by these agreements as well as those with Morocco and Tunisia.

## STATE AND LOCAL

*N.Y. Court of Appeals—Mason Act:* Overturning the decision of a lower New York State Court, the N.Y. Court of Appeals upheld the constitutionality of N.Y. State's Mason Law, prohibiting the sale of certain endangered species and products thereof in New York. It rejected the argument of a maker of footwear from alligator, crocodile and caiman skins that the Mason Law, because its list of protected species is more extensive than those enumerated in the Federal Endangered Species Act of 1969, is unconstitutional. The law became effective Oct. 15.

**'E' AWARDS AND PINS**—*With Duluth's award, above left, are Duluth Mayor Ben Boo, Leonard Theobald and Minnesota Governor Harold LeVander. Arthur Sherman and John du Mont hold du Mont's 'E' Star, center; and pinning lapel flags, above right, are two Placco officials during ceremonies at the San Juan firm's plant.*

# Five Firms Hoist New 'E' Pennants

Five new firms now hold Presidential "E" and "E" Star awards for their exporting achievements. Three of them are located in Massachusetts: The du Mont Corp., Greenfield; Teknis, Inc., Plainville; and USM Corp., Boston. Others are the Seaway Port Authority of Duluth, Minn.; and The Placco Co. of Puerto Rico., Inc., San Juan.

"E" awards recognize a firm's contributions in exporting over a three-year period; "E" Stars acknowledge continuing efforts of former "E" award recipients.

For increasing export sales 232 percent, du Mont, a manufacturer of metal cutting tools, received an "E" Star. Employing only 31, the firm markets its tools through industrial distributors. Placco, faced with transportation problems, delivers its road pavement and industrial asphalt products on its own barges.

The Seaway Port Authority received an "E" citation for its efforts to increase the movement of goods. Trade missions and heavy advertising are major methods employed to promote the facilities.

Teknis, Inc., a combination export manager and merchant exporter, received an "E" Star for its continued growth. Through overseas distributors, Teknis increased sales of technical equipment for the over 20 firms it represents. USM, a maker of shoes and industrial machinery and supplies, participates in U.S. Trade Center and trade fair promotions.

**USM CEREMONIES** — *Massachusetts Governor Francis W. Sargent and USM's Chairman of the Board William S. Brewster display USM's new 'E' Star award.*

**MASSACHUSETTS 'E' STAR**—*Massachusetts Representative Margaret M. Heckler presents an 'E' Star to Teknis head Eddie Courts for his firm's marketing efforts.*

## Trade Fairs, Centers

# Sweden, France, Japan, Venezuela Will Host Major Shows In 1971

Scandinavian demands for electronic data processing equipment, climbing at the rate of 20 percent a year, is expected to pass the $200 million mark by 1973. Assisting U.S. manufacturers in displaying their products to buyers will be an exhibition of EDP equipment at the U.S. Trade Center in Stockholm, Mar. 22-27.

The Scandinavian computer inventory, estimated at 1,300 systems in 1969, is expected to double by the end of 1973.

In 1969, the Nordic countries imported 93 percent of their EDP equipment purchases, which totalled $100 million. U.S. suppliers, accounting for one-third of the imports, had the largest foreign share of the EDP market, and are expected to retain it.

Write the Department of Commerce, BIC-946, Washington, D.C. (202-967-5751), or contact any of the Department's 42 Field Offices.

### Automotive servicing

Motor vehicle ownership in France, second in the world only to the U.S., is continuing to increase at an annual rate of 12 percent, making France a prime market for U.S. manufacturers of automotive diagnostic and service equipment.

Helping American companies take advantage of expanding sales opportunities in this market will be an exhibition of automotive diagnostic and service equipment at the U.S. Trade Center in Paris, Mar. 29-Apr. 2.

More than 14 million motor vehicles were registered in France in 1969, and a 12 percent annual growth in the number of registered vehicles and an increase in annual average mileage per vehicle is anticipated.

Commerce research indicates a definite trend by the major oil companies toward conversion of French filling stations into service stations. This is expanding the market for diagnostic, tire changing and mounting equipment.

Write the Department of Commerce, BIC-942, Washington, D.C. 20230, 202-967-2795, or contact any Commerce Department field office.

### Automation controls

Increasing needs for U.S.-built devices in automating the production lines of Japanese industry is the goal of a U.S.-sponsored commercial trade fair of automation controls and related devices for production in the 4th Automatic Control Fair in Tokyo, May 14-18.

Two major factors prompt American participation in the Tokyo event: five years of accelerated economic expansion in Japan, resulting in growing labor shortages and rising wages, which have intensified the demand for automated production lines; and, most U.S. industrial controls are superior to Japanese-built counterparts in product life, stability and reliability.

Write the Department of Commerce, BIC-936, Washington, D.C. 20230 (202-967-4705), or contact any Commerce Field Office.

### Agribusiness

A proposed $181.3 million program to boost Venezuela's agricultural output opens challenging export-sales prospects for the full-range of U.S. agribusiness equipment—from farm implements to equipment for food processing, packaging, preservation and service.

To help American firms boost their share of this market, Commerce will sponsor an exhibition in Caracas, May 17-23, featuring the most advanced agribusiness equipment that American industry has to offer.

**CARGO SEMINAR IN SYDNEY**—*Pan American World Airways is projecting $3 million in air cargo sales after a seminar on 747 cargo rates and containerization. For the recent meeting with 100 Australian businessmen at the U.S. Trade Center in Sydney, Pan Am flew several of its cargo executives to Australia.*

AIR DRYING SYSTEM — *Ingersoll-Rand's air dryers were shown at a recent Trade Center exhibition in Frankfurt.*

American manufacturers now supply over half of Venezuela's market for agribusiness equipment —a market estimated at $60 million in 1969. This market has been growing at about 15 percent annually.

Priority will be given to farm improvements, agricultural research, extension services, irrigation projects, agricultural transportation, grain storage facilities and farm credit.

Write the Department of Commerce, BIC-942, Washington, D.C. 20230, or call 202-967-3848. Information is also available at any Commerce Field Office.

## Fairs In Spain And Japan Open To U.S. Exhibitors

U.S. exhibitors are being recruited for EXPOFRIO and Inter-Living '71. Commerce does not plan major displays in these shows.

EXPOFRIO, a display of refrigeration and air conditioning equipment, will be included in the 49th International Samples Fair of Valencia, Spain, May 6-16. Write: Julian Corell, Feria Musestrario Internacional de Valencia, EXPOFRIO, Apartado Correos 476, Valencia.

Inter-Living '71, a showing of housing and consumer goods, is planned in Osaka, Japan, Oct. 22-Nov. 8. Product categories range from housing construction materials to household appliances, fashions, and food processing equipment. Write: Osaka International Trade Fair Commission, 58, Hashizumecho, Higashi-ku, Osaka.

## German Cooling Show Draws 102 Potential Representatives

Fifteen exhibitors in an air conditioning and commercial refrigeration equipment show were seeking representatives abroad during an Oct. 12-16 promotion at the U.S. Trade Center in Frankfurt. At the show's close, two candidates had signed contracts and 100 others were under review.

Thirty American participants, representing 35 firms, are projecting equipment sales of almost $4.2 million in the first 12 months following the show. Accompanied by a symposium, the promotion registered 942 trade visitors and included eight companies displaying products in the German market for the first time.

# Record-Setting Show At Electronica '70 Tops $54 Million Mark

Topping $54 million in firm and follow-on sales—one of the highest totals in the history of Commerce-sponsored exhibitions—are the 48 American exhibitors in the Munich trade fair Electronica '70.

Representing 63 firms, participants in the Nov. 5-11 event are projecting $31.5 million in additional orders for the coming year after selling a record-breaking $22.5 million on the show floor.

Thirteen companies were seeking overseas representatives at the start of the promotion. Ten contracts were signed during the show and 45 distributorship/agency agreements were under negotiation at its end.

Fair authorities sponsored a congress accompanying Electronica '70 and several American speakers took part. Drawing 25,000 visitors, the U.S. display included 40 companies reporting full achievement of marketing goals at the fair.

Approximately 1,500 firms from several nations were represented at the fair.

NEW SALES RECORD SET AT ELECTRONICA '70—*The 48 participants in a U.S. display at Electronica '70 in Munich are predicting over $54 million in total first year sales—one of the highest figures reported for any Commerce show.*

# French Government Sees Sustained Growth In 1971

Over a year has passed since France's August 1969 devaluation and the implementation of the subsequent stabilization program which was designed to bring the economy back into a better balance. The U.S. Embassy in Paris has reported to the Department of Commerce that in a number of major areas the stabilization program has achieved the goals that were set for it. The budget was brought into balance early in 1970. Foreign trade quickly achieved basic equilibrium and has been held in rough balance through most of the year while registering higher than expected rates of growth in both imports and exports. In this sector especially, achievement of the objective has been mainly due to the sustained high level of foreign demand registered during most of 1970 as well as the competitive stimulus which the devaluation gave to French exports.

## Hefty growth rate

Domestically, the economy is expected to mark a hefty 6.4 percent rate of real growth in gross domestic product over 1969. This is half again as much as was being officially projected at this time last year. Similarly, the GDP price deflator has also increased at a more rapid rate than originally anticipated. The annual Economic and Financial Report, submitted in connection with the Parliament's fall debate on the 1971 budget bill, predicts that GDP in current prices will have grown in 1970 by about 11.7 percent over 1969.

The devaluation of the franc and the subsequent revaluation of the deutschemark also led to a significant reversal of external capital flows in France's favor. Aided by the continued maintenance of a tight exchange control system, the Bank of France has registered consistent foreign exchange gains since November 1969. These inflows have been used to pay off all existing short-term foreign exchange debt and to reconstitute reserves. As of the end of October, gross reserves had climbed to $4.6 billion, a net gain (including debt repayments) of more than $2.6 billion over the past year. With the repayment in September of $246 million to the IMF, total external liabilities were down to $984 million (all to the IMF), and the franc has been strong at its new parity of 5.5 to the dollar.

Against these encouraging aspects of the post-devaluation year must be set the evidence that inflationary pressure has not yet been brought under full control. Prices have risen through the first nine months by 4.3 percent, and are expected to mark a full-year rise of over 5 percent by December. The excessive growth in wage rates has also been a cause for continuing concern. Through June, wage rates had risen by 5.4 percent.

French import prices (expressed in francs) will have registered a substantial 8.2 percent increase this year. This is partially offset by a 6.7 percent rise in export prices, reflecting both the buoyant demand conditions in France's foreign markets as well as the fact that French exporters, on the whole, chose to take profits from the devaluation rather than to reduce their prices in terms of foreign currencies.

The high average rate of growth in GDP this year masks the fact that the intra-annual growth profile of industrial production has been, on the whole, irregular. Industrial output picked up vigorous momentum last fall, which continued through the first quarter of 1970, but thereafter began to slacken and sagged badly in June. Though some pick-up began during the summer, the latest businessmen's surveys suggest that growth through the rest of this year will be slow or intermittent at best, and may even be in some decline.

Much of the prospect for a revival of growth during this period and on into next year, at a rate adequate to arrest the current tendency for unemployment to increase, depends on when, and to what extent, consumer buying is likely to come out of the doldrums in which it has stagnated for at least a year. The Government, reacting to expressions of growing concern by producers and retailers about this situation, has moved cautiously on two fronts toward easing up the stiff credit restraints imposed last year.

## Some easing of credit

In late September, restrictions on consumer credit were loosened by reducing the required down-payments and lengthening repayment periods on time purchases of all consumer durables (particularly of automobiles, whose domestic sales had been off badly from 1969 levels). Later in October, in a parallel move designed to ease bank credit to business, the Bank of France lowered its discount rate to 7 percent (the second reduction in two months) and abolished the system of quantitative controls on bank lending.

On balance, these measures add up to a cautious loosening of the severe credit restraints imposed on the economy after the devaluation.

The French economy should enjoy a reasonably satisfactory rate of economic growth in 1971. This fall's Economic Report estimates that GDP will be up by 5.7 percent in real terms next year and that prices will stabilize sufficiently to bring the rate of increase in the

FRENCH TOUR U.S. PLANT—*Distributors of the Jacobsen Mfg. Co.'s line found the Turf King of special interest during a visit to the Racine, Wis. factory.*

GDP deflator down to an average of 3.1 percent for the year.

The Government is counting on buoyant activity in three areas to carry the economy forward at the forecast growth rate: industrial investment, which is predicted to rise by 7.4 percent in volume; exports, especially those to foreign-currency areas, which are expected to be up by 10.3 percent over 1970 levels; and household consumption, which is forecast to rise by 5.1 percent in real terms (compared with 4.1 percent this year).

Consumer spending will be stimulated both by a continued rise in wage rates (estimated at 6.5 percent during the year) and by a marginal decline in the household savings rate (forecast at 16.2 percent of disposable income for the coming year compared with 16.4 percent in 1970).

On the external side, the Report forecasts a further improvement in France's merchandise trade balance. With exports growing at a rate somewhat higher than what is expected for total world exports, the French share of the world market would increase slightly over 1970. Imports, on the other hand, are forecast to grow by 9.4 percent from foreign-currency areas. With both import and export prices expected to rise by 1.5 percent, the result would be a net increase of about 1 billion francs in the French trade surplus.

Budgetary policy in 1971 is expected to exercise, at best, a neutral influence on the economy. The 1971 budget bill, submitted in October, again proposes a budget in basic balance (indeed, in slight surplus). Total outlays are fixed at 177.3 billion francs, up by 9.3 percent over the original 1970 figure.

Reflecting the highly buoyant demand conditions in France over the past two years, U.S. exports to France have registered some spectacular gains through the latter part of 1969 and most of 1970. According to official French figures, imports from the United States through the first eight months of this year were up by almost 31 percent. Indeed, it seems very likely that, by the end of the third quarter of this year, imports from the United States will have about reached a level equivalent to the total for all of 1969, with three more months yet to run in 1970. As of August, the U.S. surplus in our bilateral trade was at about $660 million, and may well be higher by year-end.

## Trend may not continue

It seems unlikely that this trend can be sustained for very long in 1971. Though French demand for investment goods (a sector in which the United States has traditionally been strong in France) is expected to remain fairly high next year, the economy as a whole should begin cooling off in relation to the two previous years. This could result in some scaling down in new investment, and, given the capacity increases which have occurred in France since 1968, it seems likely that a larger portion of orders placed for these goods could be satisfied by domestic producers. While there is no reason to believe that U.S. exports to France are likely to experience a slump, it nevertheless would be prudent to expect that the rate of growth next year will taper off, and the size of the bilateral surplus will, in all probability, diminish.

While the competition which U.S. exporters will face next year in France should be keen, there are nonetheless several areas where demand will remain strong and of interest to U.S. exporters. On the whole, the French equipment goods sector continues to experience a high level of demand and the corresponding pressure to expand capacity. Thus, in general terms, the market for metal-working machine tools and for machinery to make them is good. Equipment needs by the aeronautical, heavy electrical machinery, steel and precision instruments industries should remain in heavy demand through next year.

Another sector in which an increased effort by U.S. exporters could pay off is in equipment for the manufacture of chemical products and, especially, plastics.

For many years, the French Government has been concerned about the fact that exports to the United States have not been growing as fast as those of most other developed countries. In consequence, the French share of the U.S. market has gradually fallen from 2.9 percent in 1961 to 2.3 percent in 1969. In an effort to arrest this tendency, the Government announced in October a new export promotion program aimed primarily at increasing France's share in the "world's largest market—the United States."

The program is designed mainly to introduce to the U.S. market medium-sized enterprises which, heretofore, have had little or no experience in exporting to the United States. Entitled "Operation Exploration of North America," the new program will concentrate on increasing French participation in U.S. trade fairs, sponsoring export seminars and increasing the number of potential exporters going to the United States, either individually or in groups, to prospect the market for their products.

# Italian Modernization Drive Means Continued High Imports Next Year

Italian industrial production has lagged markedly behind domestic demand in 1970 as a result of labor troubles which began in the autumn of 1969 and continued into the spring of this year. Two government crises extending over nearly three months were added factors making for a general climate of business uncertainty, even though long-planned capital investments in plant modernization moved cautiously ahead. The new Colombo Government, which took office in August, is continuing to seek legislative approval of a package of economic measures to encourage investment and stimulate a high level of production.

In a report to the Department of Commerce, Jean M. Wilkowski, Counselor for Commercial Affairs in the U.S. Embassy in Rome, states that foreign suppliers lost no time in seizing upon the favorable demand situation. As a result, Italian imports should be up over 20 percent for the year. With such strong Italian demand, U.S. exporters further penetrated the market in a way which holds excellent promise for long-term improvements in Italo-American trade.

## Seek latest technology

The Italian drive to modernize with the latest technological improvements is keen both in the public and private sectors. Even if government-stimulated domestic output catches up with demand early in 1971, as anticipated, Italian requirements for new designs, techniques, processes, and machinery will be increasingly attractive to U.S. industry, which is in a good position to supply these needs.

After West Germany and France, the United States ranks third as the major foreign supplier to Italy. Italian imports from the United States should reach about $1.6 billion in 1970.

One drawback in expanding U.S. exports to Italy is the reluctance of many U.S. firms to grant medium-term credit. By concentrating on sales through Italian distributors, who must often extend credit to customers, U.S. exports are sometimes at a competitive disadvantage with respect to West German, French and to a lesser extent Japanese manufacturers who are more inclined to share in their local distributors' credit arrangements.

The United States has distinct advantages in its advanced technology and superior ability to supply heavy industrial equipment more promptly than its competitors. These are the reasons why the United States has consistently held a near 20 percent share of Italy's total machinery and industrial equipment imports over the past 10 years, despite generally higher prices for U.S. products. Within the next five years United States machinery and equipment exports to Italy, which represent more than 36 percent of total U.S. trade with Italy, could well rise to nearly half of total Italian imports from the United States.

The single most important product by value in Italian imports from the United States has been—and is likely to continue to be—aircraft and parts. U.S. exports have gained an extremely strong position to the virtual exclusion of all other suppliers in recent years. In 1969 the value of U.S. aircraft delivered was just under $100 million. The Italian flag carrier Alitalia has purchased U.S. equipment exclusively since completion of its program of acquiring French Caravelles some years ago. At the end of 1969 Alitalia's all-jet fleet was made up of 74 commercial aircraft of which 56 were U.S. and 18 French.

U.S. firms based in Europe are making remarkable inroads on the Italian market in 1970, with FIAT's production falling short by some 260,000 automobile units. Italian automobile imports were rising in the fall around 70 percent above the previous year. It is estimated they will reach $530 million for 1970. The three leading European-based U.S. manufacturers (Ford, GM and Chrysler) will probably account for more than 40 percent of this estimated import total. The outlook for continuing sales of U.S. automobiles in Italy is good.

Many Italian investment and modernization programs planned for private industry in 1969 were actually not initiated until 1970. Although statistics are not yet available, Confindustria estimates that capital equipment investment may rise to 3,269 billion lire in 1970, or by 22.7 percent.

## Construction will get boost

How the construction industry fares will be an important determinant in the future rate of industrial investment. Confindustria predicts no more than an 8 percent increase in 1971. Many of the government's planned social reforms, including construction of low-cost housing, hospitals, and schools, should give a boost to the construction industry generally. But there is some skepticism that financing and building sites will be available to move the construction industry into high gear.

As the Italian Government plans to spend around $500 million in the next five years on construction of around 65 regional hospitals, the market for advanced U.S. hospital, medical and bio-medical equipment is worth on-the-spot investigation by interested U.S. exporters, even though domestic producers will have preference over foreign competitors for most standard equipment.

One large U.S. petro-chemical interest in Italy has plans for an extensive investment program for 1972 which should greatly expand

NEW GM BASE IN ITALY—*Rudolf Boniface, left, President of General Motors Italia, welcomes Italian Trade Minister Mario Zagari to opening of GM's parts warehouse in Rome, which will service outlets throughout the Mediterranean.*

its demand for U.S. automation equipment, instruments and equipment for chemical research laboratories; catalyzers; and other special items such as pumps. This one major investment projection is a reflection of a general expansion effort in the chemical industry in Italy which plans to increase investments from 340 billion lire in 1969 to 567 billion lire in 1972.

At the Chromatography and Spectroscopy Show at Milan opportunities were uncovered for exports of spectrophotometers and digital computers with analog convering attachments. There was excellent receptivity to U.S. products because of planned growth in the Italian chemical and pharmaceutical industries. U.S. products with advanced technological innovation have the best possibilities for sales. Some of the more sophisticated Italian producers of gas chromatographs indicated interest in also handling novel U.S. products.

The joint TWA-Department of Commerce MarketAir Trade Mission in textiles and wearing apparel which visited Rome Oct. 18-20 disproved a long held notion that consumer software would be difficult to sell in the Italian market. Surprising export opportunities were discovered in a market heretofore considered almost exclusively Italian or European. Few U.S. exporters had aggressively ventured into this market because of Italy's net exporter position. But the confident approach of the U.S. trade mission proved that many specialty items such as men's and boys' slacks, domestic and service industry uniforms and specially-treated textiles are competitive and have a future here. With more leisure time and purchasing power, Italian consumers want casual wear. Also they like the American look in fashion, styling and color.

While West Germany continues dominant in the Italian market for paper making equipment, the United States has strengthened its position and is now the leading supplier of process and control instrumentation. There is also a limited sales potential for small, fully automatic paper making or converting machines, specialized auxiliary equipment, and finishing machines and parts.

The Italian electronic data processing (EDP) market is expected to increase at an average annual rate of 20 percent over the next five years, from $112 million in 1970 to $230 million in 1974. Total Italian EDP imports in 1974 are projected at $73 million with the U.S. share at $22 million.

The favorable outlook for the EDP market in Italy is based on a continuing movement to automation on the part of Italian industry and a general strengthening of Italy's industrial base. GNP in 1970 is expected to rise 6½-7 percent in real terms and 12 percent in current prices.

The September show at the Milan Trade Center on production and test equipment materials and components for hybrid circuits was a novelty to Italy, as hybrid circuits are not yet manufactured here. The Italian market will probably grow from 30 to 50 percent in 1971 and may even expand by 100 percent in 1972 over current levels.

The market for automatic communications equipment (postal, telegram and telephone services) could improve if the Italian Government pursues some of the ideas picked up by Minister of Posts and Telecommunications Giacinto Bosco on his visit to the United States in October. Impressed with the technological advancements he saw, Bosco is making arrangements for a group of Italian technicians to visit the United States to study in-depth equipment and systems used to control the operation and supervision of both the national and international telephone networks.

## More sophisticated market

The growing sophistication of Italian industrial production and expansion in the automobile and household appliance industries and the need to increase volume and speed of processed parts have all contributed to growing demand for metal finishing and surface treatment equipment. Besides a good market for spray painting and coating equipment, there is interest in importing new specialized plating solutions to replace cyanide with chloride and all types of industrial finishes for corrosion proofing and friction reduction with related testing and measuring equipment.

Announcement of plans for establishing a fifth metallurgical center in southern Italy with planned capacity of 10 million metric tons of steel to meet estimated demand of 35-36 million tons in the late seventies has raised hopes of export opportunities for U.S. steel mill equipment.

American manufacturers and exporters for the past eight years have had an effective mechanism for entering the Italian market in the U.S. Trade Center at Milan. Shows scheduled for 1971 are being built around the following themes: metal finishing and surface treatment equipment and supplies, dairy processing equipment, and advanced medical equipment.

# High Oil Income, Foreign Capital Boost Indonesia

During 1970 Indonesia has shown continued progress in efforts to curb inflation and keep the exchange rate stable. The Djakarta cost of living index has shown no appreciable change since last January, and there has been less pressure on foreign exchange reserves since April when a comprehensive reform of the foreign exchange system was implemented.

In a report to the Department of Commerce, the U.S. Embassy in Djakarta states that the new foreign exchange measures mark a significant move away from the complex administrative requirements that have long plagued Indonesia. In effect, the new exchange rate system merges the former two rates into one new general rate, which, while theoretically permitted to float freely in response to market pressures, is being maintained by the Government at approximately Rp. 378/$1.00 by means of Central Bank buying and selling in the foreign exchange market. A seperate rate of Rp. 326/$1.00 has been established for the importation of aid-financed commodities. The new exchange system is generally free and has few restrictions on the movement of funds.

The government's decision to introduce the April monetary measures was caused in part by Indonesia's difficult balance of payments position and sizable losses of foreign exchange reserves during the last quarter of 1969 and the first quarter of 1970. These losses reflected decreased export earnings caused primarily by a decline in the world price of rubber and an unexpected rise in imports caused primarily by increased commercial purchases of rice. Since April the Indonesian foreign exchange reserve position has improved, with the Central Bank netting slight dollar gains in its foreign exchange bourse transactions.

Additional export earnings may be lost this year because of declines in world rubber prices. However, the immediate future for Indonesia's balance of payments still appears satisfactory on the basis of present projections of total export earnings and availability of foreign assistance. Projected increments in foreign exchange requirements over the next five years call for increases in both exports and foreign assistance.

Efforts to control inflation were highly successful during the first three-quarters of 1970. Retail prices rose only about 7 percent from January to September. It seems likely that Indonesia will achieve its announced goal of holding inflation to about 10 percent during 1970.

## Plan spending picks up

Indonesia's Five-Year Development Plan is in its second year. The government's development spending at first fell almost one-third behind schedule, and both capital-goods imports and foreign investment fell below expectation. However, government officials put on a tremendous drive during the last quarter of FY 1969/70 (ending Mar. 31) to utilize most of that year's allocated development budget. This drive was so successful that the Government felt it necessary to bring development spending to an almost complete standstill at the beginning of the first quarter of FY 1970/71. At present, approval of development spending has again resumed.

The 1970/71 budget projects Rp. 116 billion ($307 million) in development spending supplemented by $122 million of foreign project aid spending. The highest priority is given to food production and general rehabilitation of the power and communications infrastructure.

Preliminary figures for the first seven months of 1970 indicate a 14 percent increase in Indonesian non-petroleum exports over the same period in 1969. Overall exports, including petroleum, are up about 17 percent.

The increase in total value of exports is due, besides the jump in crude oil export volume, to rapidly rising timber shipments and to improvements in the world market price of coffee and tin. Rubber export value has remained equal to that for the similar period of 1969 in spite of rubber's weak market position since April 1970. Palm oil and pepper exports have declined.

It has been the Government's policy to use credit restraint as its principal level to curtail inflation. During the first half of 1970, this policy produced an extremely tight money situation. Despite the apparent increased demand for money for commerce and investments, the total money supply has been growing more slowly than in 1969 (about 22 percent during the first eight months of this year in comparison with 40 percent during the same period last year).

Difficulties in obtaining financing have cut into many enterprises' operating capital and have delayed necessary upgrading and expansion of many existing facilities. The temporary administrative restrictions adopted early in 1970 on development spending caused a further slowdown in the economy and put a squeeze on local financial markets. Present development spending should, however, begin to reverse this situation.

## Petroleum picture brightens

There have been encouraging developments over the last year in the petroleum field. The initial Indonesian estimates of 850,000 barrels of crude oil per day during 1970 now appear to be low.

The long-term picture may be even brighter. Between 1966 and the present, Pertamina signed some 35 new "production-sharing" contracts with foreign concerns

INDONESIANS AT WORK—*Rubber is loaded at the port of Belawan in Sumatra. World rubber prices are down but higher returns from other key commodities are lifting total export revenues.*

for exploration and production. A total of 24 companies (16 of which are American) are now operating in Indonesia under one or more of these contracts.

In April 1970, the Intergovernmental Group for Indonesia (IGGI) pledged $600 million in new multilateral assistance to Indonesia. The U.S. bilateral share of the 1970 IGGI pledge will be over $185 million. At the same time, the "Paris Club" creditor countries agreed with Indonesia on general principles for settlement of the Sukarno debt.

The next IGGI "pledging" session for Indonesia will be in the spring of 1971. In recent months both the IMF and the IBRD have sent teams to Indonesia to review the present economic situation, project the long range economic prospects, and advise the donors on Indonesia's aid requirements.

Indonesian leaders continue to support foreign investment as an essential part of economic development. Between Mar. 31 and Sept. 30 alone, 72 new non-petroleum foreign investments (of which 13 are American) were approved by the Government, bringing the total since 1967 to 282, of which 49 are American.

The Government has made considerable efforts at simplifying procedures and regulations governing foreign investment in an overall effort to improve the foreign business climate. One significant recent development in this connection was the enactment in July of five bills on taxation. Under these new laws, the present maximum tax holiday has now been extended from five to six years. Foreign enterprises already operating (and thus not now eligible for a new tax holiday) are now granted special tax relief equal to 20 percent of any new investments. All corporate taxes have been lowered and the concept of accelerated depreciation and the revaluation of fixed assets has been recognized. The policy for writing off losses has also been clarified.

The opportunities for American investments in Indonesia are considerable. The list of investors in mining includes U.S. steel, International Nickel, Alcoa, Kennecott, and Freeport Sulphur. Freeport is the only foreign mining company which has so far gone past the exploration stage. It is now constructing a road to its West Irian mine site which is scheduled to be producing copper in early 1973. Expected cost of the project is $120 million.

The possibilities for American investment are by no means limited to petroleum and minerals extraction enterprises. For example, a large number of American companies are now involved in forestry exploitation, banking and manufacturing, as well as agriculture (rubber estates).

The Government is receptive to foreign companies' proposals to establish labor intensive local manufacturing facilities producing or assembling for export such items as transistors or other electronic components. Special arrangements for the import of components that are processed further in Indonesia and then re-exported without payment of import duties have already been made with some companies.

Although in 1969 Japan overtook the United States and became Indonesia's major supplier with exports amounting to $236 million or about 25 percent of total imports, U.S. exports showed a healthy increase to $201 million or about 20 percent of Indonesia's total imports. Thus Indonesia remains a potentially large market, as well as supplier, for the United States.

## U.S. is competitive

Experience has shown that U.S. exports are competitive regardless of the disadvantages of time and distance connected with delivery, if American companies devote the necessary patience, perseverance and imagination. For one thing, the Indonesians have set up a general entrepot in Djakarta which provides storage facilities for foreign merchandise outside of Indonesian customs; this facility is already being used by some U.S. companies.

In addition, the Indonesian Government has taken several steps during 1970 which have had the effect of increasing the attractiveness of American exports. The monetary measures in April, by setting a higher exchange rate for non-aid financed foreign goods, has encouraged imports from donor countries where possible. In July, the competitive position of U.S. goods was further enhanced when the Government announced that short-term financing would be available to cover the necessary importers letters of credit only for goods bought from the United States or New Zealand under program loan financing.

Indications to date show that American exports to Indonesia in 1970 are substantially higher than in 1969. They amounted to $208 million during the first ten months of 1970 as against $152 million in the same period of 1969.

# U. S. Asks End To Canada's Transitional Auto Act Duties

Although considerable progress toward an integrated North American auto industry has been made under the U.S.-Canadian Automobile Products Trade Agreement of 1965, attainment of a free flow of automotive trade has been hampered by transitional restrictions imposed by Canada. This view is expressed in the Fourth Annual Report to Congress on the operations of the Agreement.

The transitional measures referred to provide that only Canadian vehicle manufacturers who meet certain Canadian value-added and production-sales ratio requirements, may import U.S. automotive products duty-free. Individual Canadians who import motor vehicles from the United States must pay a duty, while both individuals and firms in the United States may import vehicles covered by the Agreement duty-free. In both countries, only manufacturers may import original equipment parts and accessories duty-free.

The report further states that continuation of these transitional measures represents an unnecessary burden on the automotive industry. They are seen as an obstacle to full realization of the Agreement objectives, which call for creation of a broader market for automotive products, liberalization of U.S. and Canadian automotive trade, and development of conditions in which market forces may attain the most economic pattern of investment, production, and trade.

The United States, in discussions with Canada, has stressed, in regard to these restrictions, that a timetable should be set for their elimination.

The two governments have been unable to agree on the specific conditions under which these restrictions would be removed.

The Annual Report covers production and trade through 1969, the fifth year of the Agreement. In that year the United States produced 8,224,300 passenger cars and 1,980,700 trucks and buses; Canada made 1,033,300 passenger cars and 316,700 trucks and buses.

In 1969 the four major automobile manufacturers spent $1,507 million for plant equipment in the U.S. and $78 million in Canada.

Retail sales of new motor vehicles from all sources rose in both the U.S. and Canada during 1969.

Employment in the auto and parts industry in the U.S. was 842,-700 in 1965 and 905,900 in 1969. Canada employed 80,000 in 1965 and 90,500 in 1969.

U.S. imports of cars from Canada in 1969 rose 39 percent over 1968 to $1,550 million; exports increased six percent to $749 million. U.S. imports of passenger cars from Canada have exceeded exports each year since 1966. In general, imports from Canada are in the popular price range; exports to Canada are most often higher-priced low-volume models. U.S. truck exports to Canada increased 50 percent in 1969 to $250 million, and imports from Canada rose 57 percent to $580 million.

U.S. exports of automotive parts and accessories to Canada grew 27 percent to $2.2 billion. Exports in 1964 amounted to $597 million.

The U.S. realized an export surplus of $1,228 million in parts and accessories for 1969, up from a $933 million surplus in 1968 and $780 million in 1967. The U.S. deficit in motor vehicle trade rose to $1,132 million from $613 million in 1968 and $219 million in 1967.

## Officials meet in Ottawa

In another trade development, U.S. and Canadian leaders discussing enlargement of the European Common Market agreed that the EEC common agricultural policy creates problems and that concerted efforts should be made to obtain substantive accommodations for the trade interests of outside countries. This was one conclusion as Cabinet level delegations met in Ottawa last month for the 13th session of the Joint U.S.-Canadian Committee on Trade and Economic Affairs.

The officials discussed progress made in the GATT in identifying tariff and non-tariff barriers to trade, and examined prospects for reducing them on a multilateral basis. They agreed on the need for leadership by the major trading countries in pursuing early trade liberalization within the General Agreement on Tariffs and Trade (GATT).

Members discussed in depth questions relating to protection of the environment and trade in energy materials. Both groups emphasized the need for a concerted attack on the problem of pollution along the common frontier, and noted that ministers from both countries will discuss cooperative action to protect the Great Lakes at a meeting early next year. The Committee also agreed on the desirability of an increasing trade in crude oil, petroleum products and other fuels between consumers in the United States and Canada.

Members noted that any disruption in overseas shipments of crude oil to the east coast of North America might require diversion of some U.S.-produced oil to eastern Canadian markets to meet shortages there. Canadian ministers urged removal of the embargo that the United States applies to imports of uranium for civilian consumption.

The group also reviewed developments under the Automotive Products pact, as described above, and agreed that officials would soon meet to discuss termination of the transitional arrangements as well as possible improvements to the Agreement.

## World Trade Actions

# New Tariff, Credit, Tax Measures Are Reported

On Oct. 26, **Ceylon** published an order restructuring the import tariff rate schedule. The general rates fall into six bands (in percent) : free, 5, 25, 60, 100, and 150. The Commonwealth preference rates, when applicable, are 5 to 10 percent lower than the general rate.

The rates on the following items have been raised from free to 5%: raw materials and industrial machinery; inorganic and organic chemicals; engines for tractors, fishing boats, and aircraft; and live poultry, including day-old chicks.

Duties were reduced in percent as follows, on: fungicides, insecticides, and weed-killers from 15 to 0; poultry incubators from 50 to 5; surveying and surgical instruments from 30 to 5; playing cards from 310 to 100; parlor games from 105 to 25; buses and coaches from 35 to 25; pleasure boats from 300 to 5; and fishing boats from 55 to 5. The duty on confectionery, including chocolates, was reduced from 310 to 150, thus helping individuals who receive gift parcels of these items. Confectionery may not be imported for resale.

The concessionary rates assessed on items imported both for the construction of hotels and rest houses approved by the Ceylon Tourist Board and for use in the completed buildings have been retained.

Inquiries on specific items should be addressed to Near East-South Asia Division, OICR, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Effective Nov. 13, the Bank of **Finland** imposed restrictions on the use of import credits for certain categories of goods. The most significant products affected by the measure include confectionery and certain foods, cosmetics, soaps and detergents, clothing, yarn and threads, household machinery, office machinery, boats, outboard motors, radio and TV sets, furniture, and motor vehicles.

According to the new regulations, full payment for the goods concerned must be made to an authorized bank, or equivalent amount must be deposited with the Bank of Finland before the goods may be cleared through customs or placed in a bonded warehouse, free warehouse, or free port. The regulations, however, will not affect existing contracts or goods in transit, provided the importer obtains approval from an authorized foreign exchange bank.

**Ecuador's** Decree No. 239, in conjunction with a new stand-by agreement negotiated with the IMF, devalued the sucre from 18 to 25 per U.S. dollar on Aug. 16.

At the same time a new schedule of *ad valorem* export taxes was established, with the taxes being payable when the exporter receives his export permit. Certain exports are exempted from the export tax, and will in addition receive an export incentive in the form of negotiable tax credit certificates.

### Surcharges dropped

The monetary stabilization surcharges were eliminated for both List I and II imports, but List II imports were subject to an additional uniform 20% *ad valorem* duty. Subsequently, by decree No. 495, various exemptions to the additional 20% duty were established.

Also adopted was a schedule for quarterly reductions of prior import deposits. Under the reduction process the prior import deposits for List I will be eliminated by June 30, 1971 and for List II by Sept. 30, 1972.

Current after-tax profits on registered foreign investments may be remitted through the Central Bank at the official exchange rate without restriction. Payments abroad for royalties and insurance are also unrestricted, provided the corresponding contracts have been duly registered and applicable taxes have been paid. These provisions are contained in Monetary Board resolutions Nos. 555 and 556 of Aug. 28.

**Libya's** Council of Ministers has established procedures for the registration and selection of foreign consulting firms for projects specified in that nation's current $200 million Development Plan.

The decree, dated Oct. 24, provides that consultants may be used only for projects in the Development Plan and then only when a three-man inter-Ministerial committee determines that the services needed are not available within the Government. It also sets up machinery for selection of qualified consultants for individual projects.

Under the decree each Ministry is instructed to maintain a register of competent foreign consultants within the Ministry's designated area of responsibility. Foreign firms may register with the individual Ministries by providing relevant data on the competence of the firm's management and technical staff. Only registered firms will be considered.

A final determination among at least three and not more than five registered firms will be made on the basis of competence, and not according to regular tender procedures. All subsequent contract negotiations will be conducted directly with the foreign consulting firm, and not through a local representative.

U.S. consulting firms in the fields of agriculture, civil aviation, petro-

chemicals, industry, economic planning, communications, port development, and related activities are advised to register with the relevant Libyan Ministries as soon as possible. Registrants must provide documents concerning personnel qualifications, notarized articles of incorporation, membership in professional societies and past experience. Firms with more broadly-based competence may wish to register with several Ministries.

It is also suggested that U.S. firms notify the U.S. Embassy in Tripoli of their applications.

A list of the Libyan Ministries and government bodies responsible for administering Development Plan projects is available from the Africa Division, BIC-884, U.S. Department of Commerce, Washington, D.C. 20230.

The recently-approved Three-Year Development Plan for **Mali** (1970-72) provides for expected total investment of $140 million (over 86% from external sources). First priority, aiming toward a balanced current trade account by the end of the period, is modernization of agriculture and livestock raising.

A summary of the plan also is available from the Africa Division.

Supreme Decree No. 249-70 EF, published in El Peruano Nov. 13, gives **Peru's** Ministry of Economy and Finance authority to allow importation of special chemically-pure products and reagents for the pharmaceutical industry. However, import permits are required for each case and only those products not produced domestically are allowed entry.

Supreme Decree No. 256-70 EF published the same day added asynchronous three-phase alternating current induction motors of one to fifty horsepower to the list of prohibited imports. However, the above-mentioned motors, when attached to machinery or equipment, are excluded from the import ban.

Additional information is available from the American Republics Division, BIC-886, Department of Commerce, Washington, D.C. 20230.

**Portuguese** Foreign Minister Rui Patricio visited Washington last month to continue a series of meetings which have taken place periodically between senior foreign policy officials of Portugal and the U.S.

As one outcome of the visit, the Export-Import Bank of the United States indicated an interest in financing sales of U.S. goods and services for various new economic development schemes in Portugal.

In addition, the United States offered to initiate a PL-480 program in Portugal to provide financing for economic development. It was also agreed that an oceanographic research vessel would be supplied to Portugal in line with a mutual interest in the field of oceanography.

## Eximbank Spurs $127 Million In U. S. Exports

Eximbank lending activity during the past month will finance the export sale of more than $127.4 million worth of U.S. goods through credits and financial guarantees totaling more than $57.8 million.

Included were:

- Two loans totaling $15.5 million to finance 40 percent of $38.3 million purchase price of seven DC-9 jets for **Austrian** Airlines.
- Credits and guarantees to cover 90% of the $450,000 sale price for U.S. machine tool equipment to a **Brazilian** firm;
- A loan of $12.4 million to help Air **India** buy a Boeing 747 jet aircraft valued at $30.5 million;
- Credits and guarantees covering 90% of the $4.4 million purchase price of U.S. equipment for a **Mexican** auto plant;
- A $7.3 million credit to help finance a $12.2 million purchase of power equipment by a **Spanish** firm;
- A $4.5 million loan will help a private **Swedish** firm buy $10.1 million worth of nuclear power fuels;
- A $3.6 million loan will help **British** Overseas Airways Corp. buy a Boeing 707 valued at $10 million;
- A $9 million loan to a **Venezuelan** development bank will be relent to small and medium-sized firms for $20 million worth of imports of U.S. goods.
- Also in **Venezuela,** a credit and a financial guarantee totaling $1.2 million will assist a Caracas paper plant buy a $1.5 million gas turbine power plant as part of its expansion program.

## *World Bank Assists Development Projects With $78 Million*

The World Bank and its affiliate, the International Development Association (IDA), have approved financing equivalent to $78.5 million in Turkey, Kenya, Uruguay, Ecuador and Guayana.

All necessary imports purchased with World Bank funds must be procured through international competitive bidding.

A $40 million World Bank loan to the Industrial Development Bank of Turkey (TSKB) will provide half the foreign exchange TSKB expects to need over the next two years for its loans to private industrial enterprises in Turkey. A second Bank loan, of $18 million, will assist in financing additional generating capacity in the electric power system serving the larger cities of **Uruguay.**

A new source of water to increase the capacity of the system serving Nairobi, the capital of Kenya, will be developed with the assistance of an $8.3 million World Bank loan.

The development of livestock production is the objective of two IDA credits. In Ecuador a $10 million credit will aid the second stage of a livestock program. Guayana will receive a $2.2 million credit to establish a modern and efficient beef cattle industry through the development of 27 large ranches.

# Worldwide Business Services

International trade specialists in the Department of Commerce and Foreign Service Officers in the U.S. Embassies and Consulates around the world are continually developing specific commercial opportunities through which American companies can find buyers, agents, partners or investors overseas. One of the major means for communicating these opportunities promptly and accurately to the U.S. business community is through the columns of this magazine. The section that follows, incorporating the familiar Licensing and Investment Opportunities and Foreign Trade Opportunities, presents details about U.S.-sponsored overseas exhibitions, licensing and joint venture proposals, opportunities to sell to foreign firms and government agencies, appoint agents, major construction and expansion projects, and U.S. visits by foreign buyers.

## U.S. Promotions Overseas

**FRANCE. Vacuum & Cryogenic Equipment.** The application of vacuum and cryogenic equipment for research and industrial purposes is developing rapidly. Sales of vacuum products, currently estimated at about $21-25 million, are growing at a rate of about 10-15 percent annually. Sales of cryogenic equipment are estimated at $5.4 million. France is placing heavy emphasis on encouraging modernization to enable French manufacturers to compete in the duty-free Common Market.

American equipment is highly regarded. Strong interest exists in the electronics and metallurgy fields, two very important industries in France. Good sales prospects are also found in the optical, pharmaceutical and plastics industries, as well as medical applications and French research laboratories. Call John L. Wolf, 202-967-3822. Paris Trade Center. Feb. 8-12.

**GERMANY. Computer Display Equipment.** German purchases of electronic data processing equipment during 1969 were estimated to climb to $1.2 billion by the end of 1974. More than 75 percent of German equipment in use is of U.S. design. Germany continues to be the largest market for U.S. exports of electronic data processing equipment.

U.S. exports have nearly tripled between 1966 and 1969 and future growth appears certain.

Estimates indicate that additional installations of EDP equipment will bring this total to 8,000 by the end of 1970 and to over 17,000 by 1974. Contact Andre Williams, 202-967-2425. Frankfurt Trade Center. Feb. 15-19.

**UNITED KINGDOM. Training Aids for Business & Industry.** The U.K. is the largest, fastest growing European market for training equipment and software. The Industrial Training Act of 1964 has involved most manufacturers in employee development. Industrial training has increased 25 percent with over 1.4 million employees being trained at any one time.

Business schools are in a major growth phase and educational reform has quadrupled educational expenditures in the last 10 years. Training programs for educating computer systems designers, analysts, programmers and operators also offer an excellent market. Call Lee W. Swift, Jr., 202-967-4461. London Trade Center. Feb. 22-26.

**JAPAN. Shipbuilding & Marine Equipment.** Japan is the world's leading shipbuilder, launching 9.3 million gross-tons in 1969; it is also first in ship exports. At the same time, Japan is a major importer of shipbuilding and marine equipment, purchasing $47 million worth from overseas suppliers in 1969, of which $14 million came from the U.S.

Demands for oceanographic equipment are growing rapidly, and this equipment will also be featured in the exhibition. Imports rose from $3 million in 1967 to nearly $9 million in 1969.

Market research conducted in Japan identified good sales potentials for U.S. suppliers of the following equipment: navigation and communication, electronic, shipboard, marine (supplies), and oceanographic including professional scuba, current measuring systems, and depth recorders. Call William E. Dawson, 202-967-5682. Tokyo Trade Center. Feb. 22-27.

**SCANDINAVIA. Electronic Components.** The third specialized exhibition of electronic components at the U.S. Trade Center for Scandinavia will be directed to the electronic equipment manufacturers in the Nordic countries which produce over $1 billion of electronic equipment and import the great majority—over $200 million—of their requirements for electronic components.

U.S. exports of electronic components to these companies jumped $9 million last year to a total of $35 million or 17 percent of the import market. Exports of many types of U.S.-made electronic components to Scandinavia, such as integrated circuits and semiconductors, doubled and tripled last year. Scandinavian electronic equipment production is continuing a two-year boom. Call A. J. Beiring, 202-967-3713. U.S. Trade Center for Scandinavia, Stockholm. Feb. 22-27.

**FRANCE. Plastics Production Equipment.** Increasing industrial and consumer demand for plastics products is being translated into an expanding market for U.S. manufacturers of machinery, controls, and materials for plastics production. Excellent opportunities exist for a variety of American equipment, especially large production capacity injection presses, extruders and impregnating plants, as well as machinery like blow moulders for small thick-walled containers. Apparent consumption of plastics production machinery in France topped $50 million last year, less than half of which was satisfied by domestic production. Call 202-967-2835. Paris Trade Center. Mar. 1-5.

**ITALY. Metal Finishing & Surface Treatment Equipment, Supplies.** Italy boasts one of the world's finest automobile industries, also the world's third largest household appliances industry. The Italian steel industry has been growing steadily, while its electronics industry has been growing rapidly. These and other industries, in one of the healthiest economic climates in Western Europe, spent an estimated $25 million in primary items of metal finishing and surface treatment products in 1969.

Demands are growing and Italian purchasing interest is directed increasingly towards more advanced American products and processes. Fully automatic equipment, the most advanced painting and coating equipment, advanced test instruments, ultrasonic equipment, specialized solutions and finishes, and a number of new processes are some of the items sought. Call 202-967-3968. Milan Trade Center. Mar. 8-13.

**GERMANY. Analog & Digital Measuring, Recording Instruments.** The market for measuring and recording instrumentation is strong and indications point to a steady growth. The total German market for this equipment grew approximately 40 percent during the 1967-69 period, from $120 million to over $168 million. Originally the center of the electrical measuring technique, West Germany has become an important customer for American manufacturers of measuring equipment.

German industry, however, remains among the leaders in the field of standard electrical meters and measuring instruments and is a world competitor. Imports of measuring and recording instruments grew at almost 46 percent in the 1967-69 period. Call 202-967-3088. Frankfurt Trade Center. Mar. 15-19.

**AUSTRALIA. Graphic Arts Equipment.** While the Australian GNP was setting records in 1969, the graphic arts industry was expanding even faster. Because domestic production is able to supply only 9-10 percent of the total market for printing and bookbinding equipment each year, industry must rely on imports. In 1969 these amounted to $25.5 million, of which U.S. exporters were able to furnish a market-leading 34 percent share.

Between 1963 and 1968, the Australian graphic arts industry increased its output by 64 percent to reach a production level of $651 million.

The success of U.S. firms in this field is largely attributable to the reputation they enjoy for producing modern machinery noted for its reliability, advanced technology and minimum down-time. Call Tom Mayfield, 202-967-4056. Sydney Trade Center. Mar. 22-26.

**JAPAN. Heating, Air Conditioning & Refrigeration Equipment.** Demand in Japan for heating, air conditioning, and refrigeration equipment rose to almost $650 million in 1968, $37 million of which was imported from the U.S. Air conditioning and refrigeration equipment consumption tripled between 1966-68 while heating equipment demands doubled.

Prospects for further expansion of this market are excellent. The housing boom in Japan—3 million new starts in 1970 alone—is creating a new mass market for residential heating equipment. Local government and private sector concern about growing air pollution is stimulating development of plans for new heating and cooling systems which will use natural gas. This will require new high technology equipment available in the U.S. Contact Maurice Shea, 202-967-4511. Tokyo Trade Center. Mar. 22-27.

**SCANDINAVIA. Electronic Data Processing Equipment.** The four Nordic countries represented a $100 million market for electronic data processing equipment in 1969 with demands projected increasing at a 20 percent annual rate to over $200 million by 1973. Computer installations are forecast to increase to 2,600, double the number in use early last year. Imports currently account for about 95 percent of the market and are expected to reach an estimated $190 million in the next three years.

Direct U.S. sales rose to $30 million in 1969, a third of the area's imports of EDP equipment and the largest market share of any foreign supplier. Purchases of U.S. computers and peripheral equipment are projected to climb to an estimated $55 million by 1973 and account for 30 percent of the import market. Call Stanley Hays, 202-967-5751, U.S. Trade Center for Scandinavia, Stockholm. Mar. 22-27.

**FRANCE. Automotive Diagnostic & Service Equipment.** France is on the verge of important developments in the areas of automotive safety and performance testing and servicing which will increase sales opportunities for U.S. manufacturers of a variety of equipment and instrumentation. The appearance of diagnostic centers, expanding services offered by major oil companies at hundreds of outlets, and the prospect of eventual obligatory periodic inspection of private vehicles in France are some major market factors.

Excellent sales prospects are reported for such diverse products as engine and chassis dynamometers and various electronic testing instruments and car wash equipment. Call 202-967-2795. Paris Trade Center. Mar. 29-Apr. 2.

**ITALY. Dairy Processing Equipment.** Italy's dairy processing industry is at a turning point. The rising economy has increased the Italian people's standard of living, causing a marked increase in demands for dairy products. To improve production capabilities and meet new consumer demands, the dairy industry must modernize its production techniques by utilizing more technologically advanced equipment. Over $22 million was invested in equipment for the industry in 1967-69.

This exhibition will be held in the agricultural pavilion of the International Milan Samples Fair. Call 202-967-4508. Milan Trade Center. Apr. 14-25.

**SCANDINAVIA. Pulp, Paper & Converting Equipment.** Over 300 Scandinavian pulp and paper plants and numerous converters comprise an excellent market for the latest in U.S. machinery, controls, equipment and supplies. Swedish pulp and paper plants have been spending $200 million per year for new plants and equipment. The year 1969 witnessed new production records.

Scandinavian plants are forced by international competition to invest in modern, large-scale machinery. Sweden is undergoing modernization, capacity expansion and vertical integration of its pulp and paper industry. Call John R. Crown II, 202-967-4421. U.S. Trade Center for Scandinavia, Stockholm. Apr. 19-24.

**FRANCE. Chemical Processing Equipment & Industrial Process Controls.** The French chemical industry has an 8.5 percent growth rate; its output has nearly doubled in the last six years; capital investment is expected to be $750 million in 3 years, and $400 million in export sales opportunities for over five years is forecast. The French chemical industry has $4 billion to spend in the next five years on modernization and construction projects.

As one of the strongest sectors in the French industrial complex, the chemical industry leads the list consistently in annual growth. Call 202-967-2434. U.S. Commercial Exhibition. Salon International De La Chimie. Paris. Apr. 19-25.

**UNITED KINGDOM. High Performance Materials.** A symposium/exhibition of materials and design applications will feature U.S. materials producers, fabricators, designers, end users, engineers and management. Sophisticated and technologically advanced products of all kinds continue to have excellent sales opportunities in the U.K. In 1967, Britain paid $77.7 million for American expertise. Exhibits will feature advanced composite materials, plastics, metals, superalloys and related fabrication equipment. Call Franc Manzolillo, 202-967-4443. London Trade Center. Apr. 26-30.

**FRANCE. Reprographic Equipment.** The use of microfilm and other advanced reprographic systems in France is expanding rapidly and total annual sales of these products are estimated at $165 million. Sales are soaring as end users begin to employ such equipment in commerce, industry and government. It is projected that the microfilm market will grow at least 20 percent a year over the next 3 years, and duplicating and photocopy equipment will have a combined annual growth of 15-20 percent for the same period.

France relies heavily on imports to meet demands for these products and U.S. goods are predominant. Call Donald G. Johnson, 202-967-3352. Paris Trade Center. May 3-7.

**GERMANY. Production Equipment for the Electronics Industry.** The German electronic industry has for the past three years been in a state of exceptional growth. This growth, caused by increasing demands for the most modern consumer, industrial and scientific electronic products, has strained the German production facilities to its maximum output capabilities, yet there remains a tremendous backlog of orders. German electronic producers are now anxious to buy modern equipment which will automate and rationalize their production facilities. For 1971 it is estimated that these producers will purchase $24 million of production equipment and will, in 1972-74, purchase $12-15 million more per year. Call Jack Whiteley, 202-967-2425. Frankfurt Trade Center. May 10-14.

**JAPAN. Automation Controls & Related Devices for Production.** The U.S exhibition in the Japan 4th Automatic Control Equipment Show is planned to capitalize on the rapidly expanding market for sophisticated automation equipment and controls. The rapid expansion of Japan's economy has resulted in increasing labor shortages and rising wages. Even large enterprises employing over 1,000 workers are affected; one-third of which report labor shortages are affecting production.

Market research identifies the following product categories: process control computers, control instruments and valves, numerical controls, direct numerical controls and retrofit, industrial robots, servo systems and controls, fluidic systems and components. Call Robert Levine, 202-967-4705. U.S. Commercial Exhibition, 4th Automatic Control Equipment Show. Tokyo. May 14-18.

Sales opportunities in 10 U.S. commercial exhibitions, trade fairs and solo exhibitions and 26 shows at the eight U.S. Trade Centers are being offered to present and potential U.S. exporters between now and Oct. 14, 1971.

Each Trade Center exhibition is limited to one particular line of products and centers are located in London, Bangkok, Milan, Frankfurt, Stockholm, Sydney, Tokyo and Paris. For further information on the Trade Center shows described or for more facts on U.S. exhibitions, **write:** Commercial Exhibits Program, BIC-932, U.S. Department of Commerce, Washington, D.C. 20230.

Trade missions are groups of U.S. businessmen organized to travel abroad promoting the export of U.S. goods and services made by their particular industry. **Write:** Trade Missions Div., BIC-926, U.S. Department of Commerce, Washington, D.C. 20230.

**FIFTIETH BIRTHDAY PARTY**—*U.S. Ambassador to Japan Armin H. Meyer, right, and two Japanese officials slice a birthday cake at ceremonies marking the 50th major exhibition at the U.S. Trade Center in Tokyo. A display of American fluid power equipment was number 50 in a line of shows beginning in April 1963.*

**UNITED KINGDOM. Nuclear Instrumentation & Equipment.** The sophisticated and advanced market for nuclear instrumentation and equipment for industrial, scientific and medical use in Britain is growing at a rate of approximately 20 percent a year.

Market research estimates an annual $15 million market in the categories of radiation measuring and controlling instruments, radiation protective devices, auxiliary equipment and materials, special equipment for reactor construction and operation, nuclear-medical equipment, equipment for commercial application of radio-isotopes, irradiation technology, analytical devices. Call Lee Swift, 202-967-4461. London Trade Center. May 17-21.

**JAPAN. Materials for the Electronics Industry.** The Japanese electronics industry is one of the world's most active, growing at an annual rate of 22-25 percent. In the area of sophisticated materials for the electronics industry, U.S. products account for 20-30 percent of total imports, or some $72-$100 million and the U.S. share is expected to increase steadily. In 1969 consumption reached a level of $361 million, with indications of considerable increase.

Total Japanese electronics production came to $6.5 billion in 1969, and should reach $9.5 billion in 1970. Japan continues to look to the U.S. for the sophisticated equipment and materials needed to keep its own industry growing. Call C. H. Watts, 202-967-4512. Tokyo Trade Center. May 17-22.

**VENEZUELA. Agribusiness Equipment.** A proposed $181.3 million program to boost Venezuela's agricultural output is opening sales prospects for the full range of American agricultural equipment including farm implements and food processing and packaging equipment.

Agricultural output in Venezuela increased 80 percent in a recent ten-year period, and through irrigation and electrification projects, large new land areas will be cultivated. American manufacturers now supply over half of Venezuela's market for agribusiness equipment—a market estimated at $60 million in 1969, and which has been growing at 15 percent annually. Call Vincent Doran, 202-967-3848. U.S. Solo Exhibition. Caracas. May 17-23.

**UNITED KINGDOM. Electronic Components & Test Instruments.** Sales of electronic components are increasing by 12 percent a year, three times the average manufacturing industry growth. Deliveries of components rose to $578 million in 1968, and estimates project a continuing upward trend. Good sales opportunities are projected for U.S. firms in the 22nd staging of this London exhibition.

Call Eugene Shaw, 202-967-3838. U.S. Commercial Exhibition, International London Electronic Components Show. May 18-21.

**FRANCE. Aerospace Equipment.** Air transportation in Europe, both passenger and freight, is expanding rapidly. Ground support facilities are becoming strained to overcapacity. Many airports, modern a few years ago, are becoming obsolete. New supersonic jets and high capacity aircraft will aggravate the situation. The growth in air traffic is expected to create a strong demand for aircraft, components and support equipment.

Much of the free world's current demand for aerospace equipment and components is supplied by the U.S. or by foreign manufacturers under U.S. license. Call Charles M. Whitley, 202-967-4961. U.S. Commercial Exhibition, Paris Air Show. Paris. May 27-June 6

**FRANCE. Industry Oriented Computers.** The use of computers and related data processing equipment by manufacturing and processing industries in France is growing rapidly. French industry, aware of the need to automate, modernize and expand, is becoming one of the major users of computers in France. The industrial sector accounted for 40 percent of French computer installations in 1969 and it is anticipated that industry will account for 44 percent by 1974.

Sales of EDP equipment in France are expected to total $418 million in 1970. U.S. sales of EDP equipment to France totaled $29.9 million in 1969 and are projected to reach $80 million by 1974. Call John Gleason 202-967-2434. Paris Trade Center. June 7-11.

**JAPAN. Chromatographic & Spectroscopic Equipment.** A $40 million market in Japan for chromatographic and spectroscopic equipment is expanding 20-25 percent annually. Although Japanese manufacturers supply a large portion of domestic demands for these products, advanced U.S.-made equipment continues to grow in this highly developed and sophisticated market. Sales of U.S. equipment were estimated at $4.8 million during last year.

Dependence on American spectroscopic equipment is high in Japan. Among American products with good sales potentials are mass spectrometer equipment and adaptors, reflex indexes, gel-filtration columns, scanners and Raman spectrometers. Call Bill Dawson, 202-967-5286. Tokyo Trade Center. June 7-12.

**ITALY. Advanced Medical Equipment.** Italy plans to spend $480 million during 1971-1975 to expand its regional hospital system by 40,000 beds. An estimated $41 million will be spent on equipment, including intensive care equipment for over 2,000 beds. Market research has confirmed that U.S. suppliers have opportunities to sell various types of advanced medical equipment in this growing market to both public and private hospitals. Call 202-967-3968. Milan Trade Center. June 8-12.

**SWITZERLAND. Environmental Pollution Control Equipment.** Europe is more densely populated than the United States, and its industry has had a free hand for generations in polluting the environment. Although laws have been on the books for many years to require control of these pollution activities, it has been only recently that public consciousness is forcing governments to think seriously about enforcement.

France is pursuing control plans that will subsidize municipal water plants up to 70 percent of investment costs and industrial plants up to 50 percent. Belgium plans to spend $20 million in 1972 to protect underground and surface water. Italy has major plans to catch up with her neighbors to the north. Call John Wolf, 202-967-3822. U.S. Commercial Exhibition, PROAQUA PROVITA. Basel. June 8-12.

**AUSTRALIA. Quality Control & Reliability Equipment.** As Australian industry expands, increased emphasis is placed on automation and quality control. Trade sources predict growing demands because Australian manufacturers must improve their efficiency and standards to remain internationally competitive as they become export-oriented.

Because local production is limited and unable to supply the wide range of products needed by the growing industrial complex, imports of sophisticated measuring, controlling and testing equipment will increase in the next decade, with a large share coming from the U.S. exporters.

This combination technical conference/exhibition will feature the latest U.S. dimensional, non-destructive, destructive, and optical test and measurement equipment. Call Max Miles, 202-967-3865. Sydney Trade Center. June 21-25.

**GERMANY. Metallurgical Equipment & Instrumentation.** Estimates place a $52 million value on the German market for metallurgical equipment and instrumentation. German industry's increasing emphasis on in-plant automation for production and testing has precipitated a great deal of demand for the latest, most modern process control and measuring equipment.

In addition, powder metallurgy is new in Germany and is causing much interest. The German market for metallurgical equipment and instrumentation is reported excellent for U.S. firms wishing to enter or extend their activities in this market. Contact William Gaines, 202-967-4073. Frankfurt Trade Center. June 21-25.

**JAPAN. Data Terminals & Software.** Japan is a lucrative market for U.S. computers, related equipment and software. New market research indicates good sales prospects for cathode ray tubes (CRTs), magnetic ink character and mark readers (MICRs and MIMRs), optical character readers (OCRs), plotters, magnetic tape and disc-type cartridges.

Although Japan still maintains an import licensing system and duties ranging from 10.5 percent to 25 percent on computers and related equipment, U.S. sales continue to rise. The first nine months of 1970 show U.S. exports to Japan at nearly $110 million. Call Dave Anderson, 202-967-3973. Tokyo Trade Center. July 12-17.

**GERMANY. Plastics & Plastics Machinery.** German per capita consumption of plastics—over 100 pounds annually—is the world's highest. Future growth in the use of plastics is predicated on the assumption that applications will expand rapidly into many new fields, especially, in building-construction and automobile production. Expanded use of plastics is also anticipated for interior decorating and home furnishings. Furniture is also a major users of plastics.

A study, forecasting plastics production estimates that German output in 1970 should reach 4.5 million tons. This total should double by 1975 and should reach 15 million tons by 1980. Call George A. Kemp, 202-967-3088. U.S. Commercial Exhibition, 6th International Plastics Fair (KUNSTSTOFFE '71) Dusseldorf. Sept. 16-23.

**GERMANY. Automotive Testing, Repair & Maintenance Equipment.** Automobile manufacturers in Germany estimate production in 1971 will reach 3.8 million units. During the first eight months, 1970 production rose to 2.45 million units, an increase of 6.8 percent over the corresponding period of 1969. The German market for automotive testing repair and maintenance equipment is following the major rise in domestic automobile consumption.

The Frankfurt Auto Show is the chief event in Germany in the automotive field. In recent years the Auto Show has included automotive testing and maintenance equipment and has now become a showplace for such equipment. In addition, there will be displays of parts, accessories, tools and other specialized equipment as well as vehicles, including passenger cars, commercial vehicles and off-the-road equipment.

Both the Department of Commerce and the Motor and Equipment Manufacturers Association (an association of manufacturers of automotive parts and accessories) are sponsoring this event. Contact William A. Raftery, 304 W. 58th St., New York, N.Y. 10019, 212-265-4544, or call Don Schmadel, 202-967-4601, Dept. of Commerce, BIC-938, Washington, D.C. 20230. U.S. Commercial Exhibition, Frankfurt Auto Show. Frankfurt. Sept. 16-26.

**JAPAN. Electronics Production Equipment, Components & Test, Measuring Instruments.** The Fourth U.S. Electronics Exhibition in the annual Japan Electronics Show will provide an excellent forum for increasing sales and obtaining representation in the world's second largest electronics market. The 49 U.S. firms that exhibited in the 1970 edition projected $16.8 million in sales.

Japan's production of all electronics products expected to top $9 billion during 1970, of which the production of industrial electronic products is estimated at $2.5 billion, a 25 percent increase over 1969. Imports from the U.S. of electronics products in 1969 were valued at $274.8 million, a 40 percent rise over 1968. Call William Dawson, 202-967-5682. U.S. Commercial Exhibition, Japan Electronics Show. Osaka. Oct. 7-11.

**GERMANY. Industrial Automation & Instrumentation Equipment.** Europe's demands for measuring and control equipment are valued at approximately $4.5 billion. Growing consumer and industrial demands have increasingly strained European production capabilities and this demand plus new technological specifications have combined to produce a new high demand for automatic process control equipment.

Germany, the largest single country market in Europe, is estimated to have a market for measuring and control equipment valued at $1 billion. This market is growing at the rate of 15-20 percent annually. Call John F. Whiteley, 202-967-2425. U.S. Commercial Exhibition, INTERKAMA '71. Duesseldorf. Oct. 14-20.

## Space Fully Booked

The following exhibitions and trade missions, in which all exhibit space has been reserved, are still open for visits by interested industry representatives. U.S. firms with sales representatives in the exhibitions' or missions' market areas and exhibitors may wish to ask local businessmen to visit them.

Environmental Control Equipment Trade Mission, Netherlands, Jan. 18-22; Materials for the Electronics Industry, Paris Trade Center, Jan. 18-22; Chromatography & Spectroscopy Instruments, Frankfurt Trade Center, Jan. 18-22; Mini-Computing Equipment, London Trade Center, Jan. 25-29; Test & Measuring Equipment, Instruments for the Electronics Industry, Tokyo Trade Center, Jan. 25-30; Metal Parts Production Equipment, Scandinavian Trade Center, Jan. 25-30; Electromechanical Precision Parts, Milan Trade Center, Feb. 16-20.

# Licensing, Investment Abroad

**2641, 2952, 3444—SPAIN**—Equity participation of about $500,000 sought by manufacturer of **waterproofing compounds for construction industry, roof coatings, and corrugated metal and asphalt sheetings.** Firm's first year, 1967, resulted in all domestic sales of $360,000. In 1969 sales topped $3.7 million, two thirds of which was exported. Plant is located in Burgos and has government fiscal incentives. Firm believes domestic market larger than current production capacity. Juan J. Lopez Gutierrez, Man. Dir., Teczone Espanola, S.A., Gutierrez de Cetina 4, Madrid 17. WTD. P-70963

**2830 — SWITZERLAND** — Manufacturing rights for production of **fine chemicals, pharmaceutical chemicals and drugs in bulk.** Firm is building new plant. Has excellent distribution organization. Dr. Fred Dolder, Pres., Dolder AG, Immengasse 7-9, 4000 Basel. WTD. P-70966

**3443 — GERMANY** — Manufacturer of fabricated steel products and welded pipe and tubing seeks licenses. for **all types of metal tanks and vessels.** Established 1947; employs 47; annual sales $546,445. Edwin Eikmeier KG, 45 Haldenstrasse, 463 Bochum. WTD. P-70957

**3500—ENGLAND**—Licenses to manufac- **sewage or water treatment equipment** such as screens, flow filters, sludge pumps; **pulverizers, balers and other scrap processing machinery; specialized materials handling equipment** excluding mobile apparatus. P. J. Hall, Dir., William Green & Co. (Ecclesfield) Ltd., Norfolk Foundry, Ecclesfield, Sheffield S30 3YS. WTD. P-70960.

**3500—ENGLAND**—Licenses to manufacture **products complementary to present line of carton printing machinery, hydraulic equipment and mechanical handling equipment.** Established in 1960; employs 65. A. G. Dawson, Sr., Man. Dir, A. G. Dawson & Son (Engineers) Ltd., Mowbray Drive Trading Estate, Blackpool, Lancashire. WTD. P-70959

**3569—ITALY**—Licenses to make **packaging equipment including machinery for the production of containers.** Also **machinery for assembly of mechanical parts.** Firm makes machinery, rebuilds and overhauls machine tools. SO.CO.MEC., 20 Via D. Creti, I 40128, Bologna. WTD. P-70962

**3573—SWITZERLAND**—Firm seeks license for **punched type-communication-film handling units** including mechanical input and output peripheral EDP equipment. Firm is established engineering company with manufacturing facilities. E. von Allmen, Zuhlke Engineering AG, Badenenstr. 80, 8952 Schlieren-Zurich. WTD. P-70968

**3679—GERMANY**—License sought to manufacture **electronic components used in equipment for data processing,** numerically controlled machinery, telecommunications and similar fields. Company is offering to license production in the

Licensing and investment proposals from foreign firms are listed in these columns. Specific product interests in each proposal are highlighted in bold type to facilitate identification and each proposal is preceded by the appropriate four-digit product number taken from the Standard Industrial Classification (SIC) manual.

Background information on opportunities abroad and also assistance on overseas investments are available from the Office of International Investment, U.S. Department of Commerce, BIC-878, Washington, D.C. 20230. "P" numbers should be used when responding to specific proposals.

For additional information on opportunities to manufacture foreign firms' products in the U.S., write Commerce's Office of International Investment, BIC-874, referring to the applicable file number assigned each opportunity.

WTD indicates that a World Trade Directory Report containing financial and background information on the foreign firm is available for $2 from the Department of Commerce, BIC-924, Washington, D.C. 20230, or from any Commerce Field Office.

U.S. of its patented electronic relay described under "Licensing In U.S." and would consider cross-licensing or partnership arrangement. Established in 1957, the firm changed in the mid-sixties from textile processing to the manufacture of electrical and electronic components; Employes 250. EBEKO-Elektronik GmbH and Co. KG, 8 Bahnhofstrasse, D-7601 Urloffen, Kreis Kehl, Baden-Wuerttemberg. WTD. P-70967

**3800—SWITZERLAND**—Screw machine products and watch parts concern seeks to act as **subcontractor for U.S. manufacturers of precision instruments and controls.** Components to be machined and assembled in Switzerland or Europe. Established 1919; employs 120; annual sales average $1.3 million. Hans Eggenbeger, Degen & Cie. AG, 4435 Niederdorf. WTD. P-70958

**3840, 3861—ENGLAND**—Maker of cinematograph equipment, telerecording cameras, studio heads, film edge numbering machines and medical and electro-medical apparatus is seeking arrangements with American companies for the manufacture under license in the U.K. of **cinematograph and allied equipment, medical and electromedical apparatus.** Established in 1896; annual sales of approximately $576,000. F. M. Banwell, Sec. Ernest F. Moy Ltd., 116/134 Bayham St., Camden Town, London, N.W. 1. WTD. P-70969

## Licensing In U.S.

**3494, 3822—SWITZERLAND**—Automatic **temperature control for radiators.** Equipped with thermostatic radiator valve. **FILE 1963**

**3537—SWITZERLAND — Trash collecting, compressing unit** somewhat like that of the U.S. trash truck "Packmaster". **FILE 1964**

**3552, 3622, 3821—SWITZERLAND—Numerical controls; viscosity meters and thread detectors for textile machinery.** Company interested in cross licensing in advanced textile machinery controls. **FILE 1965**

**3559 — SWITZERLAND** — Automatic **plastic welding machine.** Now used chiefly for affixing foam pads or sponges on shoe polish applicators. **FILE 1877-R**

**3567 — GERMANY** — Continuous **heat treating furnaces** with built-in unit for producing protective gas for brazing, bright annealing and hardening. **FILE 1966**

**3651—SWITZERLAND**—Control unit for **public address system. FILE 1967**

**3679 — GERMANY — Electronic relay** with magneto-resistor control. Has several applications including processing control, data processing and telecommunications. Patents pending. **FILE 1968**

**3821 — SWITZERLAND** — Anti-aircraft **aiming-error measuring unit. FILE 1969**

## Yugoslav Investment Offices Offer U.S. Firms Assistance

American companies interested in investment and licensing in Yugoslavia can obtain assistance from the following offices. These offices have been established to promote and facilitate U.S. investments in Yugoslavia.

Economic Counselor, Embassy of Yugoslavia, 2410 California St., NW., Washington, D.C. 20008 (202-462-6566); Economic Counselor, Yugoslav Consulate General, 488 Madison Ave., New York, N.Y. 10022 (212-838-2300); Yugoslav Consulate General, 188 W. Randolph St., Suite 3000, Chicago, Ill. 60601 (312-332-0169;) Yugoslav Consulate General, 625 Stanwix St., Pittsburgh, Pa. 15222 (412-471-6191).

Economic Counselor, Yugoslav Consulate General, 1919 Sacramento St., San Francisco, Calif. 94109 (415-776-4941); Yugoslav Federal Chamber of Economy, Representative Office, 1900 Ave. of the Stars, Los Angeles, Calif. 90067 (213-553-2648); Federal Economic Chamber of Yugoslavia, Mid-West Trade Office, 15 S. Fifth St., Suite 1252, Chamber of Commerce Bldg., Minneapolis, Minn. 55402 (612-332-3961); International Investment Corp. for Yugoslavia, St. Albans House, Goldsmith St.-Wood St., London EC2, England (01-606-1201).

## Ontario Issues Bulletin Providing Licensing Aid To U.S. Firms

The Industrial Development Branch, Ontario Department of Trade and Development, assists companies in finding licensees in Ontario to make and sell their products in the Canadian market and/or export markets on a royalty or contract basis.

The Branch regularly circulates to Ontario firms the bulletin "Manufacturing Opportunities for Ontario Industries." It provides a brief description of products available for manufacturing in Ontario. Any qualified Ontario company can obtain further information from the Branch in Toronto on any item. The Ontario company is also given the name of the licensor, and those who find a real interest in the item are asked to establish contact with the licensor directly.

Staff members of the branch establish contact with the management of Ontario companies interested in licensing to determine the specific product areas of interest and to assess their capabilities for manufacturing and selling new or additional products. Where it is desirable, items will be drawn to the attention of qualified companies if they have not responded to the bulletin. U.S. firms interested in using this bulletin for Ontario activities should write to Arthur J. Petch, Department of Trade and Development, Industrial Development Branch, 950 Yonge St., Toronto 5, Ontario.

## Sierra Leone Gives Priority To Encouraging Investments

Sierra Leone's National Development Bank is giving priority to encouraging investments in: food production, especially rice, vegetables and citrus and tropical fruits, canning and freezing food products and storage and distribution of frozen foods; improvements in road and water transport; manufacturing facilities for ceramic tiles, brick, glass and steel rods.

Write: National Development Bank of Sierra Leone, Leone House, Freetown, Sierra Leone.

## Hong Kong Firms Present 19 Proposals For U.S. Ties

Nineteen Hong Kong firms are offering investment proposals, seeking American ties. The Hong Kong firms want to expand and diversify their product lines through licenses, technical assistance agreements and similar arrangements.

Industry interests include the manufacture of electrical and electronic products such as transistors, flashlights, clocks and computers; textile goods and foodstuffs. Also, the production of wigs, toys and metalware and book printing and binding. The firms range in size from companies employing several hundred to large firms with over 1,000 employees.

**Write:** Donald C. Ide, Consul, Chief, Commercial Unit, American Consulate General, 26 Garden Rd., Hong Kong.

# Foreign Trade Opportunities

These trade opportunities are based on reports received from the U.S. Foreign Service by the International Liaison and Trade Opportunities Staff and other units of the Bureau of Domestic Commerce (BDC), U.S. Department of Commerce, Washington, D.C. 20230. The commodities in which foreign firms are interested are indicated by the five-digit numbers and commodity classifications which are from the Standard Industrial Classification (SIC) Manual and the Numerical List of Manufactured Products, 1967 Census of Manufacturers used extensively by Government and industry.

U.S. firms should also be aware that the listing in *Commerce Today* of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the Department of Commerce pursuant to the Export Administration Act of 1969. Applicable export licensing regulations must be followed.

Every effort is made to include only firms or individuals with good reputations. However, the Department cannot be responsible for any trade relations.

The mark (•) indicates that this trade opportunity is a request for bids by a foreign government agency. A (★) at the end means that additional information may be borrowed by U.S. firms from the individual division of BDC. To avoid delays, requests for loan material should specify the country, commodity and foreign government agency.

WTD indicates that a World Trade Directory Report containing financial and business background information on the foreign firm is available for $2 from the U.S. Department of Commerce, BIC-924, Washington, D.C. 20230 or from any Commerce Field Office.

## Direct Sales

*Specific foreign firms have expressed interest in direct purchases of the products below. See also the "Agencies" listing.*

### Meat products

**20138—SOUTH AFRICA**—Canned meats. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

### Canning, preserving foods

**20310—SOUTH AFRICA**—Canned, cured seafoods. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20320—SPAIN**—Canned specialties. Cile, S.A. (importer, dist.), J. Hurtado de Mendoza, 13, Madrid (16). WTD 10/70.

**20322—SOUTH AFRICA**—Canned soups. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20330 — SPAIN** — Canned fruits, vegetables. Cile, S.A. (importer, dist.), Juan Hurtado de Mendoza, 13, Madrid (16). WTD 10/70.

**20331—SOUTH AFRICA**—Canned fruits. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20332—SOUTH AFRICA**—Canned vegetables. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20334—SOUTH AFRICA**—Canned fruit juices. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20335—SOUTH AFRICA**—Canned vegetable juices. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20341—SOUTH AFRICA**—Dried, dehydrated food products. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20342—SOUTH AFRICA**—Soup mixes. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20350—SOUTH AFRICA**—Pickled fruits, vegetables, vegetable sauces, seasonings, salad dressings. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20350 — SPAIN** — Pickles, sauces, salad dressings. Cile, S.A. (importer, dist.), Juan Hurtado de Mendoza, 13, Madrid (16). WTD 10/70.

**20354—ENGLAND**—Shrimp pate, other savory foods in aerosol cans. Silver Sea Foods Ltd. (importer, dist.), 68, Shaftesbury Ave., London W.1. WTD in prep.

**20361—SPAIN**—Frozen tuna fish, other frozen fish. Industrias de Conservas Alimenticias Reunidas, S.A. (ICARSA) (importer, dist.), Apartado Postal #571, Vigo, Pontevedra. WTD 11/70.

### Grain mill products

**20430—SOUTH AFRICA**—Cereal preparations. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20450—SPAIN**—Blended and prepared flour. Cile, S.A. (importer, dist.), Juan Hurtado de Mendoza, 13, Madrid (16). WTD 10/70.

### Bakery products

**20520 — SOUTH AFRICA** — Biscuits, crackers, pretzels. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

### Confectionery

**20710—SOUTH AFRICA**—Candy, other confectionery products. Direct purchase and agency. M & L Wholesalers (Pty.), Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

**20710—SPAIN**—Confectionery products. Cile, S.A. (importer, dist.), Juan Hurtado de Mendoza, 13, Madrid (16). WTD 10/70.

**20730—SOUTH AFRICA**—Chewing gum. Direct purchase and agency. M & L Wholesalers (Pty.) Ltd. (importer, dist.), F.C.U. Bldg., Amphion & Nereide Sts., or P.O. Box 155, Paarden Eiland, Cape Town, Cape Province. WTD 11/70.

### Beverage industries

**20850—SPAIN** — Distilled liquor, except brandy. Cile, S.A. (importer, dist.), Juan Hurtado de Mendoza, 13, Madrid (16). WTD 10/70.

### Food preparations

**20999—FINLAND** — Peppers, cardamon, pimento, cinnamon, other spices. Oy Condite Ab, Carl-Johan Borg, Mng. Dir. (importer, dist., agent), Kaivokatu 25, Naantali. WTD 11/70.

### Broad woven fabric mills, manmade fiber, silk

**22214 — MOROCCO** — Poplin, polyester, cotton in proportion of 65/35 or 70/30 for manufacture of shirts, other wearing apparel. Quotations c.i.f. Casablanca. Correspondence requested in French. Mafitis (importer, mfr.), 23, rue du Rhone, Casablanca. WTD in prep.

### Narrow fabrics

**22414—CYPRUS**—Braided narrow fab-

rics. Quote c.i.f. Cyprus. Direct purchase & agency. Kypris HadjiMarkou & Son (importer, dist., agent, retailer), 25 Perdiou St., Box 1974, Nicosia. WTD 11/70.

### Yarn, thread mills, products

22841 — CYPRUS — Finished thread for use in homes; for industrial or manufacturers' use. Quote c.i.f. Cyprus. Direct purchase & agency. Kypris Hadji Markou & Son (importer, dist., agent, retailer), 25Perdiou St., Box 1974, Nicosia. WTD 11/70.

### Textile goods

22920—CYPRUS—Lace goods. Quote c.i.f. Cyprus. Direct purchase & agency. Kypris Hadji Markou & Son (importer, dist., agent, retailer), 25 Perdiou St., Box 1974, Nicosia. WTD 11/70.

### Plywood, prefabricated structural wood products

24320 — SWITZERLAND — Douglas fir plywood for construction of air freight containers. Weekly need about 200 metric tons. Otto Laderach's Erben OLWO; Attn: Mr. Urver (dist., mfr.), 3076 Worb. WTD 4/69.

### Wood products

24995—AUSTRALIA—Major manufacturer of hand tools wants hickory axe billets, green, cut 3 in. by 1½in. by 32 in., dried sufficiently for shipment. Trojan Ltd. Attn: K. Fellenberg, Mfg. Mgr. (importer, dist., mfr.), 38 Raleigh St., P.O. Box 139, Footscray, Victoria 3011. WTD 9/70.

### Paper mills

26216 — GERMANY — Unbleached kraft paper, kraft liner. Correspondence requested in German. Hans Mohrhagen K.G. (importer, dist., agent), D-7000 Stuttgart 1, Rosenbergplatz 2, Baden-Wuerttemberg. WTD 3/70.

### Paperboard mills, products

26311 — GERMANY — Container board. Correspondence requested in German. Hans Mohrhagen K.G. (importer, dist., agent), D-7000 Stuttgart-West, Rosenbergplatz 2, Baden-Wuerttemberg. WTD 3/70.

26312—GERMANY—Special food board for drinking cups. Correspondence requested in German. Hans Mohrhagen K.G. (importer, dist., agent), D-7000 Stuttgart-West, Rosenbergplatz 2, Baden-Wuerttemberg. WTD 3/70.

### Industrial chemicals

● 28100—DAHOMEY — Potassium chloride, 2,300 m.t., titrating at 57% $K_2O$ being evaluated as soluble in water, and ammonium sulfate, 250 m.t., 20% N Quantities can be varied by 20%. Tender No. 7004/SNDR; bid deadline Dec. 28. Societe Nationale pour le Developpement, Rural du Dahomey (SONADER) Boite Postale No. 12, Porto-Novo, Dahomey. Correspondence preferred in French. Copy of tender details and specifications in French at Chemicals Div., BDC-665, Dept. of Commerce, Washington, D.C. 20230 (202-967-3468). Review copy available at Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

28197 — SWITZERLAND — Sodiumsulfate 98/100% calc.; snow white fine powder. Hans Trauffer Ltd.; Attn: Mr. Trauffer (dist., agent), Export-Import, Gustrasse 15a, 8700 Kusnacht. WTD 10/70.

### Synthetic materials

28214—ENGLAND—Polypropylene chair shells. Requests regular supplies from actual mould manufacturers, not from makers of complete chairs. Interested in mould on rental or royalty basis. Dinette Ltd. (dist., mfr.), Upper Brentwood Rd., Romford, RM2 6JH, Essex. WTD in prep.

### Drugs

28310—SPAIN—Biological products. Indufinest, S.A. (importer, dist.), Avenida del Generalisimo, 20, Madrid (16). WTD 11/70.

28330 — SPAIN — Medicinals, botanicals. Indufinest, S.A. (importer, dist.), Avenida del Generalisimo, 20, Madrid (16). WTD 11/70.

28331 — FINLAND — Synthetic organic medicinal chemicals. Bang & Co. Oy, Attn: Aulis Tinnila (importer, dist., agent), Chemical Dept., P.O. Box 10079, Helsinki 10. WTD 3/70.

28332 — FINLAND — Other medicinal chemicals, botanical products. Bang & Co. Oy, Attn: Aulis Tinnila (importer, dist., agent), Chemical Dept., P.O. Box 10079, Helsinki 10. WTD 3/70.

28340—NIGERIA — Pharmaceuticals for human consumption. Morapi & Co. Ltd. (importer, dist., agent), 11, Ibikunle Akintoye St., P.O. Box 289, Apapa. WTD 2/70.

### Chemical products

28993—GERMANY—Waterproof flexible sheeting of pitch-polymer, bitumen-polymer or similar compounds for use as liner (on "course") in underground, aboveground building construction; for underground piping systems; as roofing sheet, as well as bridge lining. Quotations c.i.f. German seaport or f.a.s. U.S. port of shipment preferred. Industrie Agentur Becker & Co. (importer, dist.), Schwachhauser Heerstr. 82, 28 Bremen. WTD 10/70.

### Petroleum refining

● 29100 — NEPAL — Nepal Electricity Corp., Kathmandu requests bids to supply transformer oil and grease as follows: transformer oil, 10,000 litres; heavy medium (Mobil) oil DTE, 6,000 litres; (Mobilplex) EP No. 2, 2,000 kilos and (Mobil) grease MP, 1,000 kilos. Transformer oil and lubes to be supplied in 200/210 litre non-returnable drums and greases-1FV180/185 KG, non-returnable drums. Bid deadline Dec. 31. Mail bids to Nepal Electricity Corp., Tudikhel, Kathmandu, Nepal.

### Paving, roofing materials

● 29500—BURMA—Supply 1,000 72-ft. rolls bituminous roofing felt, 3 ply, 36" width. Bid deadline Jan. 1. Copies of tender documents available from the Dept. of Commerce, BDC-645, Washington, D.C. 20230 (202-967-5289), and Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

### Tires, tubes

30111—BOLIVIA—Tires, pneumatic for automobile. Alianza Lta. (importer, agent, retailer), Calle Alto de la Alianza 749, P.O. Box 256, La Paz. WTD 9/70.

30114—BOLIVIA—Tubes, inner for tires. Alianza Lta. (importer, agent, retailer), Calle Alto de la Alianza 749, P.O. Box 256, La. Paz. WTD 9/70.

### Fabricated rubber products

30698 — NIGERIA — PVC sheeting for manufacture of PVC inflatable toys, shopping bags, other allied plastic products. Kailash Garment Factory (importer, dist., mfr.), 37-43 Great Bridge St., P.O. Box 3281, Lagos. WTD. in prep.

### Cement, hydraulic

● 32400—BURMA—Supply 8,000 steel drums (375 pounds net in each drum or nearest) of rapid-hardening Portland cement conforming to B. S. S. 12/1958 or equivalent. Bid deadline Dec. 23. Copies of tender documents available from Dept. of Commerce, BDC-645, Washington, D.C. 20230 (202-967-5289), and the Commerce Field Office, 11444 Federal Bldg., 450 Golden Gate Ave., San Francisco, Calif. 94102 (415-556-5868).

### Steel mill products

● 33100 — IRAN — 45,000 kgs. seamless steel pipes of various specs. Tender No. 1745/49; bid deadline Jan. 16. Iranian State Railways, Rahan. Copies of tender documents available from Iranian Economic Mission, 5530 Wisconsin Ave., NW., Washington, D.C. 20015.

● 33100—PAKISTAN—Supply steel linepipe, 3,000 feet of 10-¾" O.D. x .307" wall thickness; 1,800' of 8⅝" O.D. x .277" wall thickness, to be used for transmission of natural gas. Tender No. SN-1796/70; bid deadline Jan. 4. Sui Northern Gas Pipelines Ltd., Lahore. Copies of tender documents available from Man. Dir., Sui Northern Gas Pipelines Ltd., P.O. Box 56, Monnoo House, 3 Montgomery Rd, Lahore.

● 33100—THAILAND—3,431 pcs. equal angle steel (L-section) and 165 pcs. channel steel (U-section) of various sizes. Tender No. MEA-PSO-219; bid deadline Jan. 12. Metropolitan Electricity Authority, Bangkok. Copies of tender documents available from Purchase & Stores Dept., Metropolitan Electricity Authority, 121 Chakraphet Rd., Bangkok 2.

33160—FRANCE—Galvanized steel sheet section shapes made to order. Specifications as to quantity, quality, shapes for 5 of 20 shapes desired available from Trade Opportunities Staff, BDC-541, Rm. 5877, U.S. Dept. of Commerce, Washington, D.C. 20230. La Telemecanique Electrique Attn: Jean-Pierre Allard (mfr.), 33 bis ave du Marechal Joffre, 92-Naterre. WTD 7/70.

### Hand tools, general hardware

34230 — SWITZERLAND — Carpet, wall carpet fastening tools, novelty items in the carpeting field. Bernex Handel, Attn: Mr. Meyer (dist., agent), Seidenweg 17, 3000 Bern. WTD 11/70.

### Fabricated structural metal products

34431—NETHERLANDS—Heat exchangers. Exclusive dist. W. G. Krusemann, NEITRACO N.V. (dist., mfr.), 197 Oude Gracht, Utrecht. WTD 11/70.

34422—TOGO—Aluminum window sash, frames. Societe Togolaise des Materiaux (importer, agent, retailer), 3, rue du Commerce, B.P. 1689, Lome. WTD 8/70.

### Screw machine products

● 34500 — IRAN — Varying sizes and

quantities of hexagonal nuts. Tender No. 1763/49; bid deadline Jan. 18. Ministry of Rds., Iranian State Railways, Tehran. Specifications available on short term loan basis from firms domiciled in U.S. from General Industrial Equip. Div., BDC-647, Dept. of Commerce, Washington, D.C. 20230 (202-967-5585).

**34521 — GERMANY** — Fasteners of all kinds. Ernst Bierbach KG. (dist., mfr.), 2 Rudolf-Diesel-Strasse, 475 Unna/Westf. WTD 10/70.

### Fabricated metal products

**34943—GERMANY**—Oil-hydraulic, pneumatic valves for metal cutting machinery. Requests price quotations c.i.f. European ports. Direct purchase &/or agency. W. Hofmann & Co (importer, dist., mfr., exporter), 5657 Haan/Rhld., Ginsterweg 19, Postfach 1284. WTD 10/70.

### Engines, turbines

● **35100—ARGENTINA**—Supply, install three hydraulic turbines, 46,500 hp.; three synchronized generators, 4500 KVA. Tender No. 93/70; bid deadline Jan. 26. Specifications available for U.S. $125 from: Administracion General de Agua y Energia Electrica, Corrientes 531, 2 do. piso, Buenos Aires. Correspond in Spanish.

### Construction, mining, materials handling machinery, equipment

● **35300 — AUSTRALIA** — One portable asphalt batch plant, 20-25 long ton capacity per hour. Tender No. 349; bid deadline Jan. 21. Detailed specifications available from the Secretary, Dept. of Main Roads N.S.W., 309 Castlereagh St., Sydney, N.S.W. 2000.

**35319 — GERMANY** — Construction machinery, equipment for mounting prefabricated building parts. ROBUSTA-Baugeraete Stahlbau Gaukel KG (importer, dist., mfr.), Industriegebiet, D-7251 Hausen, Krs. Leonberg, Baden-Wuerttemberg. WTD 12/69.

**35322—ISRAEL**—Vibrating mill for ferrites; for fine crushing of 100-125 kilo. per day. Quotation (possibly by cable) f.o.b. loading port or c.i.f. Haifa-Port. Ikomin Ltd. (importer, dist., agent), 18/15 Zwi Graetz St., P.O. Box 11097, Tel Aviv. WTD in prep.

**35323—PHILIPPINES**—Two units payloaders. Butuan City Gold Inc. Suites 510-512 R. Santos Bldg., Plaza Goiti, Sta. Cruz, Manila. WTD in prep.

### Metalworking tools

● **35400 — PAKISTAN** — Machine tools, including one universal miller, 60" x 64" x 12" to 16" table; one slotter, 12" stroke, 24" dia. table; one shaper, 26" stroke, 26" to 28" x 13" to 18" table; one universal tool grinder; and one 250 cu. ft./min, air compressor. Tender No. PR-1/69/PMP/15; bid deadline Dec. 28. Secretary, West Pakistan Railway Board, P.W.R. Headquarters, Empress Rd., Lahore. Tender documents may be purchased from the Secretary Railway Board for $5.20 plus $2 airmail postage per copy.

**35419 — GERMANY** — Oil-hydraulic/pneumatic jaw chucks for metal cutting machinery. Requests price quotations c.i.f. European ports. Direct purchase &/or agency. W. Hofmann & Co. (importer, dist., mfr., exporter), 5657 Haan/Rhld., Ginsterweg 19, Postfach 1284. WTD 10/70.

**35450 — GERMANY** — Precision cutting tools, machines of all kinds. Prices c.i.f. European ports. A. E. Mohr KG. (importer, dist., exporter), 35-39 Heerdter Lohweg, 4 Duesseldorf-Heerdt. WTD 10/70.

**35480—SWITZERLAND** — Power driven carpeting and wall carpeting equipment, carpet stapling apparatus etc. Bernex Handel, Attn: Mr. Myer (dist., agent), Seidenweg 17, 3000 Bern. WTD 11/70.

### Special industry machinery

● **33500—ARGENTINA**—Supply of unipolar cable of 1 x 350 mm² section for 132KV: 48,000 meters of unipolar cable of 1 x 500 mm² section for 132KV. Tender No. 3101; bid deadline Dec. 23. Contact Segba, Balcarce 184, Oficina Compras Exterior, Buenos Aires.

● **35500—CEYLON**—Supply of textile machinery accessories and chemicals, including: shuttles, pirns, starch, etc. Tender No. COM TEN/70/33; bid deadline Dec. 29. Chairman, Tender Board, Dept. of Small Industries, Hemas Bldg., Colombo 1. Specifications available on short term loan from the General Industrial Equip. Div., Dept. of Commerce, BDC-647, Washington, D.C. 20230, ★ (202-967-5585).

● **35500—LIBYA**—Dress making plant capable of 200,000 uniforms annually for army, police and other government departments on the basis of 300 working days, 8 hours per day. Tender No. 6/70; bid deadline Jan. 18. Libyan General Industrialization Corp., Ministry of Industry & Mineral Resources, Sciara Al-Fateh, Tripoli. Specifications available for $70.

● **35500—PAKISTAN**—Supply refuse disposal and composting plant with capacity of 300 to 400 tons per day. Tender No. CE/DIV-I/49; bid deadline Jan. 15. Chief Officer, Karachi Municipal Corp., M A Jinnah Rd., Karachi. Tender documents available at the Engineer for Rs. 100.00.

● **35500 — ROMANIA** — Ro-neet (cycloate) plant, including synthesis and conditioning with a capacity of 1,000 tons per year of active substance (unconditioned). Sutan (Butylate) plant, including synthesis and conditioning, plant capacity: 3,000 tons per year of active substance (unconditioned). Ordram (Molinate) plant including synthesis and conditioning, with a capacity of 300 tons per year. The bid deadline not specified. INDUSTRIALIMPORT, Bd Dacia, No. 13, Bucuresti. Additional details available from General Industrial Equip. Div., BDC-647, Dept. of Commerce, Washington, D.C. 20230 (202-967-5585).

**35512—PHILIPPINES**—Ginger processing machine which processes raw ginger into powdered "instant" ginger. Purchasing Association of the Philippines, Inc. (agent), c/o Gonzalo P. Romasanta, Suite 703-A Trinity Bldg., T. M. Kalaw St. Ermita, Manila. WTD in prep.

**35513 — NETHERLANDS** — Food packaging machinery. Exclusive dist. W. G. Krusemann, NEITRACO N.V. (dist., mfr.), 197 Oude Gracht, Utrecht. WTD 11/70.

**35594—ARGENTINA**—Rubber working machinery, equipment designed to plait, spool, cover rubber threads. Correspond in Spanish. Ladiko, S.A. (mfr.), Piedrabuena 3389, Buenos Aires. WTD in prep.

**35595 — BRAZIL** — Complete machinery for installation of plant manufacturing tennis, basket, volley, hand balls. Technical assistance required. All Star Artigos Esportivos Ltda. (importer, dist., agent), Rua Quintino Bocaiuva 161, 6° andar, Sao Paulo, S.P. WTD 10/70.

### General industrial machinery

● **35600—MALALSIA**—Pumps for water system works—four low lift (19 ft. head) mixed flow and seven high lift (134-174 ft. head), centrifugal, fixed and variable speed sets, including motors, starter panels, pipe, valves and related equipment. Tender No. 6; bid deadline Jan. 7. Director, Public Works Dept., Bangunan Tuanku Syed Putra, Penang. Specifications available on short term loan from General Industrial Equip. Div., BDC-647, Dept. of Commerce, Washington, D.C. 20230 ★(202-967-5585).

**35671—ISRAEL**—Electrical furnace for sintering ferrites of hard kind (ceramic magnets) with silites (without molybden) for maximum temperature of 1350 C having pre-heating zone for 200-350°C to eliminate binding. Offers (possibly by cable) to contain technical characteristics, thermic diagram, capacity, dimensions, weight of equipment. Cable address: KOMINSKA TELAVIV. Ikomin Ltd. (importer, dist., agent), 18/15 Zwi Graetz St., P.O. Box 11097, Tel Aviv. WTD in prep.

### Computing, accounting machines

● **35700—BOLIVIA**—Supply and install complete data processing system; also technical assistance and training of personnel in programming and maintenance. Tender No. 6-70 ATP/SF-820-BO; bid deadline Jan. 6. Interamerican Development Bank financing. Invited by Empresa Nacional de Telecomunicaciones "Entel" Avenida 20 de Octubre Edif. "Conavi," La Paz. Terms and Specifications in Spanish available on loan from Scientific & Business Equip. Div., BDC-653, Dept. of Commerce, Washington, D.C. 20230 ★(202-967-2939).

### Service industry machines

**35811 — ARGENTINA** — Automatic cigarette vending machines. Correspondence requested in Spanish. Pistarelli y Cia. S.A. (dist.), Ladines 2482, Buenos Aires. WTD in prep.

**35851 — GERMANY** — Air conditioning units, accessories for air conditioning plants. Direct purchase & agency. Systemluft Wolz GmbH & Co. (mfr., agent), 7 Stuttgart 1, Moenchhaldenstr.71 A. WTD 11/70.

**35857—NETHERLANDS**—Low temperature freezing machinery for chemical industry. Exclusive dist. W. G. Krusemann, NEITRACO N.V. (dist., mfr.), 197 Oude Gracht, Utrecht. WTD 11/70.

**35890—SWITZERLAND** — Novelty carpet cleaning tools. Bernex Handel, Attn: Mr. Meyer (dist., agent), Seidenweg 17, 3000 Bern. WTD 11/70.

**35892—ARGENTINA** — Water desalination equipment. Correspondence requested in Spanish. Corporacion de Fomento del Chubut (government agency), Casilla de Correo 10, Rawson, Provincia del Chubut.

### Machinery

**35992 — GERMANY** — Oil-hydraulic cylinders, pneumatic cylinders for metal cutting machinery. Requests price quotations c.i.f. European ports. Direct purchase &/or agency. W. Hofmann & Co. (importer, dist., exporter), 5657 Haan/Rhld., Ginsterweg 19, Postfach 1284. WTD 10/70.

### Electric transmission, distribution equipment

● 36100—THAILAND—Supply 18 units of three phase bank of 69 KV potential transformer, consisting of three single phase, single bushing outdoor potential transformer units, complete with galvanized supporting structure. Tender No. MEA-PSD-218; bid deadline Jan. 5. Purchase & Stores Dept., Metropolitan Electricity Authority, 121, Chakraphet Rd., Bangkok. One copy of specifications available for reference from Dept. of Commerce, BDC, Rm. 5886C, Washington, D.C. 20230 (202-967-4188).

● Supply 40 500 KVA transformers; 40 high voltage disconnecting & grounding switch; 40 network protectors and spare parts for all items. Tender No. MEA-PSD-217; bid deadline Dec. 29. Purchase & Stores Dept., Metropolitan Electricity Authority, 121 Chakraphet Rd., Bangkok. Specifications available from Dept. of Commerce, BDC., Rm. 5886C, Washington, D.C. 20230 ★(202-967-4241).

36122—NETHERLANDS—Highly stabilized high and low voltage power supplies; voltage stabilizers; transformers. Exclusive dist. Ingenieursbureau en Handelsvennootschap Projecto C.V. Attn: A. P. van Letten van Rossen (imp., dist.), 530 Prinsengracht, Amsterdam. WTD 11/70.

### Electrical industrial apparatus

36212—NETHERLANDS—High voltage generators (static); sweep generators. Exclusive dist. Ingenieursbureau en Handelsvennootschap Projecto C.V. Attn: A P. van Letten van Rossen (importer, dist.), 530 Prinsengracht, Amsterdam. WTD 11/70.

### Electric lighting, wiring equipment

36430—SWITZERLAND—Connectors for electronic applications. Correspondence requested in German. CHC, Hutterli & Co. (importer, dist., mfr.), Wasenstrasse 4, 2502 Bienne. WTD 11/70.

### Communication equipment

● 36600 — GREECE — Supply loading coils, cable terminal head, and cable terminal boxes. Tender No. 6802; bid deadline Dec. 30. Copies of tender announcement and specifications available from Hellenic Telecommunications Org., Athens, or on short-term loan to firms located in U.S. from Communications-Electronics Div., BDC-643, Rm. 4209, Dept. of Commerce, Washington, D.C. 20230 ★(202-967-4823).

● Supply spare parts for automatic telephone sets. Tender No. 6820; bid deadline Jan. 15. Copies of tender announcement and specifications available from Hellenic Telecommunications Org., Athens, or on short-term loan to firms located in U.S. from Communications-Electronics Div., BDC-643, Rm. 4209, Dept. of Commerce, Washington, D.C. 20230 ★(202-967-4823).

36621—EL SALVADOR—Small to medium sized radio (electronic) communication equipment. Joaquin Rodezno, h. (Rodezno & Cia.) (importer, agent, retailer), Calle Delgado #2, San Salvador. WTD in prep.

### Electronic components, accessories

36741—SWITZERLAND—MSI + LSI integrated circuits. Correspondence requested in German. CHC, Hutterli & Co. (importer, dist., mfr.), Wasenstrasse 4, 2502 Bienne. WTD 11/70.

36790—GERMANY — Electronic components for equipment in fields of data processing, numerically controlled machinery, telecommunication, telecontrol. EBEKO-Elektronik GmbH & Co. KG (importer, mfr.), 8 Bahnhofstrasse, D-7601 Urloffen, Kreis Kehl, Baden-Wuerttemberg. WTD 10/70.

36790—SWITZERLAND—Miniature capacitors, resistors, condensors for electronics. Correspondence requested in German. CHC, Hutterli & Co. (importer, dist., mfr.), Wasenstrasse 4, 2502 Bienne. WTD 11/70.

### Motor vehicles, equipment

37141—BOLIVIA—Parts, accessories for passenger cars, trucks, busses. Alianza Lta. (importer, agent, retailer), Calle Alto de la Alianza 749, P.O. Box 256, La Paz. WTD 9/70.

37141 — NETHERLANDS — Automotive parts, accessories. Exclusive rep. Hamstra-Weesp N.V. (importer, dist.), 28 Stationsweg (or P.O. Box 11), Weesp. WTD 11/70.

### Instruments for measuring, controlling, indicating physical characteristics

38210 — NETHERLANDS — Measuring, control devices. Exclusive rep. Hamstra-Weesp N.V. (importer, dist.), 28 Stationsweg (or P.O. Box 11), Weesp. WTD 11/70.

38216 — NETHERLANDS — Radiation measuring equipment; moisture meters, beta gauges, multi-channel analyzers; air pollution measuring and particle counters for air pollution; electronic weight measuring equipment; electronic thermometers; metal detectors; densitometers. Exclusive dist. Ingenieursbureau en Handelsvennootschap Projecto C.V. Attn: A. P. van Letten van Rossen (importer, dist.), 530 Prinsengracht, Amsterdam. WTD 11/70.

### Surgical, medical instruments

38410—NETHERLANDS—Medical electronic equipment, including respirators, clinical laboratory equipment, etc. Exclusive rep. Depex N.V. (importer, dist.), 85 Steenstraat or P.O. Box 27, De Bilt. WTD 8/70.

38421—NETHERLANDS — Respirators, orthopedic appliances, rehabilitation equipment. Exclusive rep. Depex N.V. (importer, dist.), 85 Steenstraat or P.O. Box 27, De Bilt. WTD 8/70.

### Photographic equipment

38611 — NETHERLANDS — High speed cameras, high speed flash equipment. Exclusive dist. Ingenieursbureau en Handelsvennootschap Projecto C.V. Attn: A. P. van Letten van Rossen (importer, dist.), 530 Prinsengracht, Amsterdam. WTD 11/70.

### Office, artists' materials

39530—GERMANY — Marking devices; conduit, pipe, and voltage markers; wire and cable markers; letters and numbers; general marking material; tape writers; signature plates, other types of marking devices, material. Hein Markier-Systeme GmbH (importer, exporter), 3 Dischinger Strasse, 69 Heidelberg 1, B.-W. WTD 8/70.

### Novelties, buttons, notions

39641—CYPRUS—Zippers, slide fasteners. Quote c.i.f. Cyprus. Direct purchase & agency. Kypris HadjiMarkou & Son (importer, dist., agent, retailer), 25 Perdiou St., P.O. Box 1974, Nicosia. WTD 11/70.

### Manufacturing industries

39999—NETHERLANDS — Anatomical models, other teaching aids. Exclusive rep. Depex N.V. (importer, dist.), 85 Steenstraat or P.O. Box 27, De Bilt. WTD 8/70.

## Agencies

*Specific foreign firms have expressed interest in agency agreements for the products listed below. Exclusive agencies for these products are wanted only if specified.*

### Field crop farms

01136—SPAIN—Dry beans, dry peas, other pulses. Correspondence requested in Spanish. Pedro Carrasco Segundo (agent), Avenida Nicolas de las Penas, 4, Murcia. WTD 11/70.

### Fruit, tree nut, vegetable farms

01226—FINLAND—Almonds, hazelnuts, walnuts, peanuts. Oy Condite Ab, Carl-Johan Borg, Man. Dir. (importer, dist., agent), Kaivokatu 25, Naantali. WTD 11/70.

### General building contractors

15110—GERMANY—Chemical plant construction. Chemiebau Dr. A. Zieren & Co. KG. (mfr., exporter), 958 Aachenerstrasse, 5 Koeln 41. WTD 10/70.

### Dairy products

20222—LIBYA—Cheese. Andalus—General Agency & Trading (importer, dist.), Sharia Mizda No. 5, P.O. Box 540, Tripoli. WTD in prep.

### Canning, preserving foods

20320—FINLAND — Canned specialties. Oy Condite Ab, Carl-Johan Borg, Man. Dir. (importer, dist., agent), Kaivokatu 25, Naantali. WTD 11/70.

20331—LIBYA—Canned fruits. Andalus—General Agency & Trading (importer, dist.), Sharia Mizda No. 5, P.O. Box 540, Tripoli. WTD in prep.

20332—LIBYA—Canned vegetables. Andalus—General Agency & Trading (importer, dist.), Sharia Mizda No. 5, P.O. Box 540, Tripoli. WTD in prep.

20334—LIBYA—Canned fruit juices. Andalus—General Agency & Trading (importer, dist.), Sharia Mizda No. 5, P.O. Box 540, Tripoli. WTD in prep.

### Yarn, thread mills, products

22810—LEBANON—Flat polyester yarn, 150 denier. Agent, distributor in Lebanon, certain other Arab countries. Trade Exchanges Co. S.A.L. (importer, dist., agent), Gefinor Center, Clemenceau St., P.O. Box 6115, Beirut. WTD 12/69.

### Textile goods

22983—ARGENTINA—Fishline and fish netting. Correspondence requested in Spanish. Bureau de Servicios Empresarios (agent), Venezuela 634, 5° Piso, Of. 21, Buenos Aires. WTD in prep.

### Fabricated textile products

23920—SWITZERLAND—Shower curtains, novelties only. Anton A. Heuberger, Spirella (importer, dist., mfr.), Lindenstrasse 20, 8302 Kloten. WTD 4/70.

### Sawmills, planing mills

24211—GERMANY — Lumber, rough, sawed in sawmill. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Wood products

24911—GERMANY—Lumber, sawn. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Pulp mills, products

26112—SWITZERLAND—Sulfite and sulfate, bleached and unbleached pulps; specialty pulps. Woodfibre AG (dist., agent), Badenerstrasse 551, 8048 Zurich. WTD in prep.

### Converted paper, paperboard products

26451—SWEDEN—Novelties in office supplies. SAGEFA Tape & Kontorsvaror (importer, dist.), Box 214, S-124 02 Bandhagen. WTD 11/70.

### Periodicals: publishing, printing

27213—NETHERLANDS—Scientific periodicals, proceedings of congresses, reports, similar publications. Wishes to maintain stock, act as distributor for Europe. Berkhout's Academische Boekhandel N.V. (importer, dist., retailer), De Ruyterstraat 65, Nijmegen. WTD 11/70.

### Books

27313 — NETHERLANDS — Scientific books, similar publications. Wishes to maintain stock, act as distributor for Europe. Berkhout's Academische Boekhandel N.V. (importer, dist., retailer), De Ruyterstraat 65, Nijmegen. WTD 11/70.

### Publishing

27413—NETHERLANDS—Scientific microfilms, microfiches, special scientific reports, proceedings of congresses, pamphlets, etc. Distributorships for Europe requested. Berkhout's Academische Boekhandel N.V. (importer, dist., retailer), De Ruyterstraat 65, Nijmegen. WTD 11/70.

### Industrial chemicals

28181—GERMANY—Miscellaneous cyclical (coal tar) chemical products. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

28182 — GERMANY — Miscellaneous acrylic chemicals, chemical products. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

28190 — ITALY — Chemical compounds tagged (activated) with stable isotopes or radioactive substances. Societa Italiana Chimici (importer, dist., agent), Via Luigi Pulci 27, 00162 Rome. WTD 11/70.

28198—PHILIPPINES — Mineral flotation chemicals for copper mining. Engineering Equipment Inc. (dist., agent), c/o Jose Gamatero, Products & Systems Dept., 820 Marques de Comillas, PO Box 1386, Manila. WTD 8/70.

### Chemical products

28911—SCOTLAND—Aqueous and solvent based adhesives. Firm, able to produce 250,000 gal. per yr., interested in licensing agreement. The Scottish Adhesives Co. Ltd. (dist., mfr., agent), 9/23 Farnell St., Glasgow, C.4. WTD in prep.

28920—PHILIPPINES—Explosives. Engineering Equipment, Inc. (dist., agent), c/o Jose Gamatero, Products & Systems Dept., 820 Marques de Comillas, PO Box 1386, Manila. WTD 8/70.

### Cement

32410—GERMANY—Cement. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Pottery, related products

32610—SWITZERLAND—Genuine novelty bathroom accessories such as soap and sponge dishes, shelves, decorative sets, except fittings. Anton A. Heuberger, Spirella (importer, dist., mfr.), Lindenstrasse 20, 8302 Kloten. WTD 4/70.

### Steel mill products

33122—GERMANY—Steel billets; alloy, stainless. Ferrostaal Import-Export GmbH (importer, dist., agent), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33123—GERMANY — Hot-rolled sheet, strip alloy, stainless. Ferrostaal Import-Export GmbH (importer, dist., agent), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33123—SPAIN—Tin plate. Correspondence requested in Spanish. Pedro Carrasco Segundo (agent), Avenida Nicolas de las Penas, 4, Murcia. WTD 11/70.

33124—GERMANY—Hot-rolled bars; alloy, stainless. Ferrostaal Import-Export GmbH (importer, dist., agent), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33125—GERMANY—Steel wire; alloy, stainless. Ferrostaal Import-Export GmbH (importer, dist., agent), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33126—GERMANY—Steel pipe, tubing; welded and seamless, alloy and stainless. Ferrostaal Import-Export GmbH (importer, dist., agent), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33127—GERMANY — Cold-rolled steel sheet and strip; alloy, stainless. Ferrostaal Import-Export GmbH (importer, dist., agent), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33128—GERMANY—Cold finished steel bars. Ferrostaal Import-Export GmbH (importer, dist., agent), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33131—GERMANY — Ferromanganese. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33132—GERMANY—Ferrochrome. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33133—GERMANY—Ferro silicon. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33134—GERMANY — Other ferroalloys produced in electric furnaces. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Primary smelting, refining of nonferrous metals

33334—GERMANY — Refined primary zinc. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33347—GERMANY—Aluminum ingot, produced in primary aluminum reduction plants. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33348—GERMANY — Aluminum extrusion billet, produced in primary aluminum reduction plants. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

33397—GERMANY — Other primary nonferrous metals; magnesium, cadmium, nickel, tin, etc. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Rolling, drawing, extruding of nonferrous metals

33574—VENEZUELA—Cable, communication. Correspondence requested in Spanish. SUMATELCO, C.A. (agent), Edificio Sudameris, 3° Piso, Avda Urdaneta, Apartado 3747, Caracas. WTD 11/70.

### Primary metal industries

33920—GERMANY — Metal forgings, nonferrous. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Hand tools, general hardware

34233—JAMAICA—Masons hand tools: trowels, plasterers etc. Consignment by arrangement. NKT (Distributors) Ltd. Attn: Stewart A. Burke (importer, dist., retailer), 7 Swallowfield Rd., Kingston 5. WTD in prep.

### Fabricated structural metal products

34411—GERMANY—Metal (aluminum) fabricated structural, for buildings only. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Fabricated metal products

34943—VENEZUELA—Five stage automatic valves for water-treatment equipment, with sensing device (programming with automatic shut-off at exhaustion of chemicals). Aguas Industriales, C.A. (dist., agent), Edificio Romano, Planta Baja, Bello Monte, Avenida Humboldt, and Apartado 61778 (Chacao), Caracas. WTD 9/69.

34945—GERMANY—Metal fittings, unions for piping systems. Ferrostaal Import-Export GmbH (importer, agent, exporter), 22-30 Huyssenallee, 43 Essen. WTD 11/70.

### Engines, turbines

35193—PARAGUAY—Diesel engines, 20 hp. for water pumping, generator use. Agua y Bombas S.R.L. (importer, dist., agent), Casilla Postal 566, Asuncion. WTD 3/70.

### Farm machinery

35227 — THAILAND — Lawn mowers, power-driven. Requests catalogs, c.i.f. Bangkok prices. Charoen Sang Phanich (1959) Co., Ltd. (importer, dist.), 155-165 Nakorn Kasem Compound, Bangkok. WTD in prep.

### Construction, mining, materials handling machinery, equipment

35310—PHILIPPINES—Logging equipment. Engineering Equipment Inc. (dist., agent), c/o Jose Gamatero, Products & Systems Dept., 820 Marques de Comillas, PO Box 1386, Manila. WTD 8/70.

35316—JAMAICA—Small construction equipment: plaster mixers, paint sprayers, excavators etc. Consignments by arrangement. NKT (Distributors) Ltd. Attn: Stewart A. Burke (importer, dist., retailer), 7 Swallowfield Rd., Kingston 5. WTD in prep.

35351—TRINIDAD & TOBAGO—Gravity and roller conveyors. Industrial & Automotive Services (Caribbean) Ltd. (importer, dist., agent), Eastern Main Rd., Laventille, P.O. Box 286, Port of Spain, Trinidad, W.I. WTD in prep.

### Metalworking machinery

35423—NETHERLANDS—Coding equipment, marking machines for packaging, metalworking industries. Exclusive representation for Netherlands, Belgium, Luxembourg, Denmark. Automator N.V. Attn: H. Maarten Bakker, Sales Mgr. (importer, dist./exporter, mfr.), 58 Keenstraat, or P.O. Box 6104, Rotterdam-8. WTD 10/70.

35441—NETHERLANDS—Carbide marking dies for use in roll marking machines for twist, masonry, similar drills; other special dies, taps. Exclusive representation for Netherlands, Belgium, Luxembourg, Denmark. Automator N.V. Attn: H. Maarten Bakker, Sales Mgr. (importer, dist./exporter, mfr.), 58 Keenstraat, or P.O. Box 6104, Rotterdam-8. WTD 10/70.

### Special industry machinery

35551 — NETHERLANDS — Small offset printing equipment, especially offset printing presses/duplicators for non-professional office use. Exclusive distributorship. Veenman Kantoormachines N.V. Attn: W. van der Zwan, Mgr., Commercial Planning Dept. (importer, dist., retailer), 108 Goudsesingel, or P.O. Box 1302, Rotterdam. WTD 9/70.

35593—GERMANY—Extrusion molding machines for plastics-working industry. Karl Haendle & Soehne (importer, mfr.), 47 Industriestrasse, P.O. Box 220, D-7130 Muehlacker, Baden-Wuerttemberg. WTD 2/70.

35595—GERMANY — Clayworking machinery for bricks, ceramics. Karl Haendle & Soehne (importer, mfr.), 47 Industriestrasse, P.O. Box 220, D-7130 Muehlacker, Baden-Wuerttemberg. WTD 2/70.

### General industrial machinery

35615—TRINIDAD & TOBAGO—Industrial and hydraulic pumps. Industrial & Automotive Services (Caribbean) Ltd. (importer, dist., agent), Eastern Main Rd., Laventille, P.O. Box 286, Port of Spain, Trinidad, W.I. WTD in prep

35621 — TRINIDAD & TOBAGO — Ball and roller bearings. Industrial & Automotive Services (Caribbean) Ltd. (importer, dist., agent), Eastern Main Rd., Laventille, P.O. Box 286, Port of Spain, Trinidad, W.I. WTD in prep.

35690—UNITED KINGDOM—Industrial marking, coding, labeling machines; carton printing, coding machines; food marking, coding machines. Speedry Products Ltd. (mfr., exporter), 83 Copers Cope Rd., Beckenham, Kent. WTD in prep.

### Computing, accounting machines

35731 — GERMANY — Data processing equipment, accessories. Freightage as per mutual agreement. Philipp Gather KG. (importer, dist., agent), 5 Auf dem Huels, Postfach 2, 4021 Metzkausen bei Mettmann. WTD 10/70.

### Service industry machines

35857—VENEZUELA—Air conditioners, auto. George H. Gold & Associates (agent), Edificio Residencia Hilton N° 503, Avda El Casquillo, Colinas de Bello Monte -Caracas. WTD 11/70.

35892—VENEZUELA—Water treatment equipment for domestic, industrial use; packaged sewage treatment plants; water softening plants for residential use, local assembly. Aguas Industriales, C.A. (dist., agent), Edificio Romano, Planta Baja, Avenida Humboldt, Bello Monte, and Apartado 61778 (Chacao), Caracas. WTD 9/69.

### Electric transmission, distribution equipment

36110 — FRANCE — Potentiometers. Arnould Electro-Industrie (importer, mfr.), 62, ave. Gabriel-Peri, 93-Saint-Ouen. WTD in prep.

36122—VENEZUELA — Transformers; power, distribution. Correspondence requested in Spanish. SUMATELCO, C.A. (agent), Edificio Sudameris, Avda Urdaneta, 3° Piso, Apartado 3747, Caracas. WTD 11/70.

36131 — VENEZUELA — Fuses, fuse links; power, distribution. Correspondence requested in Spanish. SUMATELCO, C.A. (agent), Edificio Sudameris, 3° Piso, Avda Urdaneta, Apartado 3747, Caracas. WTD 11/70.

### Electrical industrial apparatus

36220—FRANCE — Industrial controls. Arnould Electro-Industrie (importer, mfr.), 62, ave. Gabriel-Peri, 93-Saint-Ouen. WTD in prep.

36232—SOUTH AFRICA—Tubular fluxcored welding wire for mild steel fabrications, with following diameters: 1/16", 3/32", 1/8", basic and non basic. Apollo Agencies (Pty.) Ltd. Attn: S. M. Hope (importer, dist., agent), P.O. Box 64038, Highlands North, Johannesburg. WTD in prep.

36233—NETHERLANDS — Resistance welding, bonding equipment for manufacture of semi-conductors. Exclusive representation for all western European countries, especially Common Market area. Lastechnische Onderneming WELDEQUIP N.V. Attn: H.M. Vroomans, Gen. Mgr. (importer, mfr., exporter), 1° Indumaweg 5, or PO. Box 164, Helmond. WTD 10/70.

36240—PHILIPPINES — Graphite electrodes. Engineering Equip. Inc. (dist., agent), c/o Jose Gamatero, Products & Systems Dept., 820 Marques de Comillas, Box 1386, Manila. WTD 8/70.

### Household appliances

36343—SOUTH AFRICA—Household water device for cleaning teeth. Haak's Five Star Service Alberton (Pty.) Ltd. (importer, dist., agent), P.O. Box 3932, Alrode, Alberton, Transvaal. WTD 11/70.

### Electric lighting, wiring equipment

36430—FRANCE—Connectors. Arnould Electro-Industrie (importer, mfr.), 62, ave. Gabriel-Peri, 93-Saint-Ouen. WTD in prep.

### Communications equipment

36620—ISRAEL—Components, electronic industry and accessories (micro-wave). Exclusive agency. Vectronics Ltd. (importer, dist., agent), 34 Bograshov St., P.O. Box 3320, Tel Aviv. WTD 4/70.

### Electronic components, accessories

36790—FRANCE — Relays, switches. Arnould Electro-Industrie (importer, mfr.), 62, ave. Gabriel-Peri, 93-Saint-Ouen. WTD in prep.

### Ship building, repairing

37313—ARGENTINA — Large fishing vessels such as seiners, trawlers. Correspondence requested in Spanish. Bureau de Servicios Empresarios (agent), Venezuela 634, 5° Piso, Of. 21, Buenos Aires. WTD in prep.

37320—ARGENTINA — Small fishing boats, such as for lobster, crab, oysters. Correspondence requested in Spanish. Bureau de Servicios Empresarios (agent), Venezuela 634, 5° Piso, Of. 21, Buenos Aires. WTD in prep.

### Surgical, medical, dental instruments

38410—SWITZERLAND—Hospital, surgical, medical equipment, instruments, all kinds. Hospilab SA (dist., agent), Oberfeldweg 7, P.O. Box 80, 3250 Lyss. WTD 9/70.

38421 — SWITZERLAND — Surgical, orthopedic, prosthetic appliances, supplies. Hospilab SA (dist., agent), Oberfeldweg 7, P.O. Box 80, 3250 Lyss. WTD 9/70.

38430—FINLAND—Dental instruments, filling materials; latest developments only. Oy Dentaldepot Ab (Mrs. Ulrika Rotkirch, Man. Dir. (importer, dist., retailer), Etelaranta 2, Helsinki 13. WTD 11/70.

38430—SWITZERLAND—Dental equipment, supplies. Hospilab SA (dist., agent), Oberfeldweg 7, P.O. Box 80, 3250 Lyss. WTD 9/70.

### Photographic equipment, supplies

38615—SWITZERLAND—Overhead projector transparencies, educational films. Hospilab SA (dist., agent), Oberfeldweg 7, P.O. Box 80, 3250 Lyss. WTD 9/70.

38615—SWITZERLAND—Overhead projector transparencies, audio-visual software. Correspondence requested in French or German. Petraglio & Co. AG (importer, dist., agent), Silbergasse 4, 2501 Bienne. WTD 11/70.

### Toys, amusement, sporting goods

39491—ARGENTINA — Fishing rods, reels, tackle, equipment. Correspondence requested in Spanish. Bureau de Servicios Empresarios (agent), Venezuela 634, 5° Piso, Of. 21, Buenos Aires. WTD in prep.

### Manufacturing industries

39999—SWITZERLAND—Genuine nov-

elty bathroom accessories such as shower curtains, rods; cabinets; lights; mirrors; towel bars; soap, sponge dishes; shelves; shower enclosures; decorative sets (except plumbing fixtures or fittings). Anton A. Heuberger, Spirella. (importer, dist., mfr.), Lindenstrasse 20, 8302 Kloten. WTD 4/70.

**Correspondence, vocational schools**

**82410 — SWITZERLAND** — Educational materials, courses. Hospilab SA (dist., agent), Oberfeldweg 7, P.O. Box 80, 3250 Lyss. WTD 9/70.

**82420 — SWITZERLAND** — Advanced training aids, courses; audio-visual software. Correspondence requested in French or German. Petraglio & Co. AG (importer, dist., agent), Silbergasse 4, 2501 Bienne. WTD 11/70.

## Other Foreign Official Tenders

**LIBYA**—General Corp. for Post, Telegraph & Telecommunications issued Tender No. NA for the supply and installation of a microwave system for telegraphs, telephone and television. Bid deadline Jan. 25. Specifications available from General Corp. for Post, Telegraph & Telecommunications, Tripoli, Libyan Arab Republic for payment of $140.

**MALAYSIA** — Director-General, Telecommunications Dept. issued Tender No. Ref. (15) dlm Ptn. (R/P) 010 for the supply of PCM transmission equipment. Bid deadline Jan. 6. Copies of specifications available from Dir.-Gen., Telecommunications Dept., Government of Malaysia, Kuala Lumpur, or on short-term loan to firms in U.S. from Communications-Electronics Div., BDC-643, Rm. 4209, Dept. of Commerce, Washington, D.C. 20230 ★(202-967-4823).

**MALAYSIA** — Director-General, Telecommunications Dept., issued Tender No. (5) dlm Ptn. (R/P) 600/T for supply of frequency division multiplexing equipment, accessories. Bid deadline Jan. 4. Copies of the tender announcement and specifications available from Dir-Gen., Telecommunications, Dept., Government of Malaysia, Kuala Lumpur, or on short-term loan to firms in U.S. from Communications-Electronics Div., BDC-643, Rm. 4209, Dept. of Commerce, Washington, D.C. 20230. ★(202-967-4823).

**MEXICO**—The Secretaria de Recursos Hidraulicos has announced that interested companies from Inter-American Development Bank member countries should register by Dec. 31 in order to bid on these contracts: 1) Construction of a Canal del Centro, with irrigation areas in Acayutlan, Tunititlan, and Chicuautla, together with necessary structures, as well as service roads and drainage fields. The main works involve 6.8 million cubic meters of excavations, 1.7 million cubic meters of embankments, 155,000 cubic meters of masonry, and 40,000 cubic meters of concrete bedding; 2) a Xochitlan Canal, with connecting irrigation area, service roads, and drainage network (5,840 hectares of irrigation area). The main works consist of 860,000 cubic meters of excavations, 420,000 cubic meters of embankments, 160,000 cubic meters of masonry, and 8,000 cubic meters of concrete bedding; 3) a Bojay Canal, with connecting irrigation area, service roads, and drainage network (677 hectares of irrigation area). The main works involve 50,000 cubic meters of excavations, 60,000 cubic meters of embankments, 6,000 cubic meters of masonry, and 1,000 cubic meters of concrete bedding. Interested firms may contact directly, or through an agent, the Contract Department (Large Irrigation Division) of the Secretaria de Recursos Hidraulicos, located at Aseo de la Reforma Hyo—10th Floor, Mexico, D. F.

**NEPAL**—The Telecommunications Board has issued Tender No. NTB 8 for telegraph equipment. Bid deadline is Dec. 30. Bid should offer complete automatic telex exchange, subscriber equipment, and manual international telex exchange capable of working with two teleprinters. Copies of tender announcement and specifications are available from the Chief Executive, Nepal Telecommunications Board, Singh Durbar, Kathmandu, or on a short-term loan basis to firms located in the U.S. from the Communications-Electronics Division, BDC-643, Room 4209, U.S. Department of Commerce, Washington, D.C. 20230. ★ (Telephone: 202-967-4823)

**PAKISTAN**—Bids are sought for numerous items in various quantities of electric and photographic instruments and equipment including all types of electric meters, galvanometers, rheostats, potentiometers, capacitors, magnets, electroscopes, electric drills, switch poles, oscillographs, resistors, rectifiers, tachometers, films, projectors, lamps, motion picture equipment, screens, tape recorders, etc. Tender No. S-11/123/70-71/IDA (Series B); bid deadline Dec. 30. IDA Credit No. 49 (Pak). Bid invited by the Director of Supply, Government of East Pakistan, 48 Motijheel Commercial Area, Dacca-2, East Pakistan. Cable: "SUPPLY", Dacca. Tender terms and specifications available on loan from Scientific & Business Equip. Div., BDC-653, Dept. of Commerce, Washington, D.C. 20230 ★ (202-967-2939).

## Future Construction Abroad

**KOREA**—The Korean Government has been negotiating for a $6 million loan for the **development of the dairy industry**. Korea hopes to conclude a loan contract with the IDA. Plans are still subject to modification by the pending loan contract, the loan fund will be used to import 5,100 milk cows, 38 small tractors for pasture development and 189 milk machines. Two milk processing plants will be constructed. Contact Yong Ku Hwang, Man. Dir., Korea Dairy Foods Co., Kunsol Bldg., Rm. 501, 7, 1-ka, Myong-dong, Chung-ku, Seoul.

**KOREA**—The Korea Caprolactum Co. (KCC) plans to build a **caprolactam plant** with a 33-tons-per-year capacity. This installation will be one of the nine petrochemical plants Korea plans to complete by the first half of 1972. The eight projected plants are financed by domestic and foreign loans or by joint venture capital. The caprolactam plant will be a $31.9 million project; negotiations have been under way for a $22 million Asian Development Bank (ADB) loan. Contact Korea Caprolactam, C.P.O. Box 1413, Seoul, Attn: Director, CHOI, Byong Oh.

**PARAGUAY** — Negotiations concerning the construction of a **hydroelectric complex** at Yacy reta-Apipe on the Parana River west of Encarnacion have ended. The total cost of the project has been estimated at $700 million.

## Visiting Buyers And Officials

**AUSTRALIA**—Bruce R. Kean, Norman J. Huril & Co. (Victoria) Pty. Ltd., 597 Lonsdale St., Melbourne, Vic., **interested in valves and air pollution control equipment.** Dec. 1 via New York for three weeks. c/o Eclipse Fuel Engineering Co., 1100 Buchanan St., Rockford, Ill. 61101 & Rockwell Manufacturing Co., 400 N. Lexington Ave., Pittsburgh, Pa. 15208. Itinerary: New York, Rockford, Pittsburgh. WTD in prep.

**HONDURAS** — Reynaldo Garcia, Panaderia Peter Pan, Blvd. Morazan, Tegucigalpa, **interested in purchasing used equipment (or rebuilt) for bakery.** Nov. 25 or 27 for 10 days via New York. c/o Oscar Bendana, 217 Haven Ave., Apt. 3-E, New York, N.Y. 10033. Itinerary: Houston, New York. WTD in prep.

**INDIA**—Bhai Mohan Singh, Man. Dir., Ranbaxy Laboratories Pvt. Ltd., Okhla, New Delhi 20, **interested in seeking U.S. financial participation and know-how for establishing hotel in New Delhi.** Dec. 13 via Phoenix for 11 days. c/o Samuel H. Wexler, Pres., Selig Manufacturing Co., Inc., The Harbour House, Apartment PH-8, 2295 S. Ocean Blvd., Palm Beach, Fla. (305-585-5830). Itinerary: Phoenix, Memphis, Palm Beach, New York, Washington, D.C. WTD 11/70.

**MOROCCO**—Mustapha Berrada, Servam, 90-92 Blvd. de Gergovie, Casablanca, **interested in contacting in New York major manufacturers and exporters of foodstuffs and beverages.** Nov. 12 via New York for 40 days. c/o Hassan Berrada, 241-245 Madison Ave., New York, N.Y. 10016. WTD in prep.

**URUGUAY**—Salvador Koziolas, Industrial Engineer, U.T.E., Palacio de la Luz, Montevideo, **interested in buying hydroelectric generating equipment.** Nov. 25 for 40 days via Miami. c/o Naval Research Lab., Washington, D.C. 20007. Itinerary: Miami, Knoxville, Washington, D.C., Pittsburgh, New York. WTD in prep.

**VIET-NAM**—Ashok G. Chugani, K. A. J. Chotirmall & Cie, 34-36 Phan-Boi Chau, P.O. Box 209, Saigon, **interested in acquiring exclusive Vietnamese agencies in import, wholesale and retail of textile, light machinery and electrical goods.** Nov. 20 for five months via San Francisco. c/o Intra World Export Co., Inc., 366 Broadway, New York 10013. Itinerary: New York, Washington, D.C., San Francisco. WTD 11/70.

# International Business Reports

***OECD Financial Statistics.*** **Organization for Economic Cooperation and Development. Published biannually with updating leaflets every two months—more than 1,000 pages a year. $26.**

The second annual edition of this publication, updating all the tables and notes contained in the 1970 edition, will appear at the beginning of 1971. The new issue will also contain a series of tables on central government finances, showing the amounts of receipts and expenditures, current and capital, as well as capital transfers and lending and borrowing operations.

During 1971 further information will be published, including: sources and uses of funds in various sectors of economies; interest rates for 10-15 different financial instruments in each country; yields on Euro issues; new security issues on national and Euro markets; portfolios of financial institutions, governments and other investors; transactions on the security markets; and share price indices.

**Write:** OECD Publications Center, 1750 Pennsylvania Ave., NW., Washington, D.C. 20006.

***The German Law of Foreign Investment Shares.*** **Bilingual edition. Edited and translated by Dr. H. Bruecher and D. Pulch. Published by Fritz Knapp Verlag, 6000 Frankfurt am Main. 23 pp. $4.60.**

Consists of four parts, with German text on one side and English text on the other. Part I is the text of the German Law Concerning the Distribution of Foreign Investment Shares and the Taxation of their proceeds, which entered into effect on Nov. 1, 1969. The Law applies to all foreign investment companies operating in the Federal Republic of Germany and West Berlin. Part II of the publication is the German Government's report on the Law, which provides a useful and authoritative interpretation for the foreign businessman. Part III is a summary of the provisions relating to the taxation of the investor, and part IV reproduces the guidelines issued by the Federal Supervisory Agency for Banking concerning the data and documents for filing the registration statement.

**Write:** German American Chamber of Commerce, Inc., 666 Fifth Ave., New York, N.Y. 10019.

***Taschenbuch des Oeffentlichen Lebens.*** **Edited by Dr. Albert Oeckl. In German. Bonn, 1970. 794 pp. $7.80.**

This is the 20th edition of a handbook containing information on all public and private institutions of economic and political importance in West Germany and Berlin.

Listed under appropriate headings are the names and addresses of government agencies; business, trade and industry associations; political, social welfare, religious organizations; institutes and other groups concerned with education, science and research; as well as organizations in the field of publishing, radio and television, and the arts. An alphabetical register of senior government officials, leaders of the business and industrial community and other important persons in Germany is also provided.

**Write:** Festland Verlag G.m.b.H., Postschliessfach 649, 53 Bonn, Federal Republic of Germany.

***Pacific Basin Reports—Investment & Trade.*** **Published monthly by the World Trade Center, San Francisco. $110 per year.**

Monthly working papers, loose-leaf and systematically arranged, cover important investment and trade activities in countries bordering the Pacific Ocean—from Alaska to Australia, and the west coast of North and South America to the eastern shores of Asia. They give specifics on companies and banks doing business in the region, tracing ownership, financing and supply links, and focusing especially on multinational ventures.

**Write:** Pacific Basin Reports, World Trade Center, San Francisco, Calif. 94111.

***Purchasing Power Map of Europe.*** **Distributed by Stewart International Associates. 400 pp. $166.**

Covers 455 economic regions in 17 Western European countries. Provides relevant data on purchasing power, demographic and household structure, industry and trade, modern distribution, and ownership of private cars, television sets and telephones on a regional basis. Includes 18 multi-colored comparative purchasing power maps.

**Write:** Stewart International Associates, P.O. Box 222, 418 Cedar St., Winnetka, Ill. 60093.

## Calendar For World Traders

**Dec. 15 — New York** — Luncheon meeting of the FCIB Hardware, Automotive and Allied Trades Group, Advertising Club, 12:30.

**Dec. 16—Chicago**—Mid-West Credit Management Assn., Bismarck Hotel.

**Dec. 16 — Wheaton, Ill.** — Export Seminar. Sponsors: Illinois Dept. of Development, Chamber of Commerce, Chicago Field Office.

**Dec. 16—New York**—Dinner meeting of FCIB Publishers Export Credit Group, Advertising Club, 4 p.m.

**Dec. 16 — Philadelphia** — In-office workshop on Export Credit and Marine Insurance, Commerce Field Office, 10 a.m.

**Dec. 17—Little Rock** — Arkansas Exporters' Roundtable, Port Authority Bldg.

**Jan. 21 — Boston** — International Center of New England's annual world business perspective luncheon meeting, Sheraton-Plaza.

# New Publications

*When ordering any publication, indicate title and series designation, if indicated, and make checks or money orders payable to the Superintendent of Documents. Orders should be sent to the U.S. Department of Commerce, Washington, D.C. 20230, or to any of its field offices.*

## OFFICE OF THE SECRETARY

### National Industrial Pollution Control Council Reports

**Detergents.** Sub-Council report. October. 18pp. 20¢. Discusses the nature of the pollution problem posed by detergents and describes the work being carried on by the detergent industry and by Government to meet this problem.

**Junk Car disposal.** Sub-Council report. October. 60pp. 40¢. Summarizes the problems faced by industry and Government and work underway to get junk autos into the scrap cycle.

**Mercury.** Staff report. October. 22pp. 20¢. Summarizes the progress made by industry and Government in reducing mercury pollution.

### Economic ABC's Series

**Profits and the American economy.** 1970 Revision. 52pp. 35¢. A simplified explanation of the profit incentive and how it stimulates economic growth.

## DOMESTIC AND INTERNATIONAL BUSINESS

### BUREAU OF DOMESTIC COMMERCE

**Containers and Packaging.** Quarterly industry report. October. 28pp. Annual subscription $1 (25¢ additional for foreign mailing). Single copy 25¢.

**Construction review.** Monthly industry reports. October. Annual subscription $6.50 ($1.75 additional for foreign mailing). Single copy 55¢.

**Chemicals.** Quarterly industry report. September. Vol. 17, No. 3. Annual subscription $1.50 (50¢ additional for foreign mailing). Single copy 40¢.

**Copper.** Quarterly industry report. October. Vol. 17, No. 1. Annual subscription $1 (25¢ additional for foreign mailing). Single copy 25¢.

### BUREAU OF INTERNATIONAL COMMERCE

#### Foreign Economic Trends

Annual subscription $15 ($6 additional for foreign mailing). Single copy 10¢. Most recent reports are:

**Republic of China** (ET 70-94). 12pp.
**Germany** (ET 70-95). 12pp.
**Australia** (ET 70-97). 12pp.
**Belgium** (ET 70-98). 12pp.
**Libya** (ET 70-99). 16pp.
**Ceylon** (ET 70-100). 4pp.
**Uruguay** (ET 70-101). 8pp.
**Paraguay** (ET 70-102). 12 pp.
**Ghana** (ET 70-108). 12pp.
**Philippines** (ET 70-109). 12pp.
**Brazil** (ET 70-112). 8pp.
**Korea** (ET 70-113). 12pp.
**Indonesia** (ET 70-114). 12pp.
**Panama** (ET 70-115). 8pp.

#### Index

**Index to foreign production and commercial reports.** No. 10. October. Free upon request to: Commercial Intelligence Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

#### Overseas Business Reports

Annual subscription $16 ($5 additional for foreign mailing). Single copy 15¢.

**Establishing a Business in Southern Africa** (OBR 70-50). September. 28pp. Supersedes OBR 65-38.

**Basic Data on the Economy of Thailand** (OBR 70-57). October. Supersedes OBR 66-60. 28pp.

#### International Marketing Information Service

*Country Market Digest*

**Best U.S. sales prospects in Algeria** (IMIS 70-110). October. 16pp. 10¢.

*World Markets for U.S. Exports*

**Food processing and packaging machinery—Taiwan** (IMIS 70-230). October. 12pp. 10¢.

**Air conditioning and refrigeration equipment—United Kingdom** (IMIS 70-231). November. 12pp. 10¢.

### BUREAU OF THE CENSUS

#### Agriculture

**Report on cotton ginnings prior to November 1 for the crop of 1970, by counties** (A20: 70-3). Nov. 23. 8pp. 10¢.

#### Construction and Housing

**Value of new construction put in place: September** (C30-70-9). November 1970. Annual subscription $1.50, includes monthly and annual supplement. Single copy 10¢.

**Sales of new one-family homes: September** (C25-70-9). November 1970. Annual subscription (including monthly, quarterly, and annual reports), $3.

*1967 Census of Construction Industries*

**Area Statistics—Final Reports.** A U.S. summary and a separate report for each State and the District of Columbia presenting limited data for all establishments and detailed data for establishments with payroll. Each of the following reports is dated October, contains 27 pages, and is priced at 35¢:

**Colorado** (CC67-A-7); **Illinois** (CC67-A-15); **Montana** (CC67-A-28); **Nevada** (CC67-A-30); **New Jersey** (CC67-A-32); **New Mexico** (CC67-A-33); **New York** (CC67-A-34); **Pennsylvania** (CC67-A-40); **Utah** (CC67-A-46); **Wisconsin** (CC 67-A-51).

*1970 Census of Housing*

Housing Counts for States—Preliminary Reports

**United States** (HC(P1)-1). Oct. 2pp. 10¢.
**New Jersey** (HC(P1)-32). Oct. 2pp. 10¢.
**New York** (HC(P1)-34). Oct. 2pp. 10¢.

General Housing Characteristics — Advance Reports

**Delaware** (HC(V1)-9). Nov. 8pp. 30¢.
**Hawaii** (HC(V1)-13). Nov. 8pp. 30¢.
**South Dak.** (HC(VI)-43). Nov. 12pp. 30¢.
**Nevada** (HC(V1)-30). Nov. 8pp. 30¢.
**North Dak.** (HC(V1)-36). Oct. 12pp. 30¢.

*Construction Reports*

**Housing authorized by building permits and public contracts: September** (C40-70-9). November 1970. Data for States, Standard Metropolitan Statistical Areas, and individual places. Annual subscription for Series C40, $11 per year ($2.75 additional for foreign mailing). Single copy (annual), $2.75; single copy (monthly), $.70.

Distribution and Services

**Weekly retail sales.** Estimated weekly retail sales of retail stores in the United States, week ending Nov. 21 (CB 70-375). 2pp. 10¢.

*1967 Census of Business*

Selected Services—Subject Reports. A U.S. summary chapter and chapters providing special data on many service industries.

**Motion pictures** (BC67-SS4). November. 58pp. 70¢.

#### Foreign Trade

**U.S. foreign trade.** Bunker oil and coal laden in the United States on vessels engaged in foreign trade: Sept. (FT 810). Annual subscription $1. Single copy 10¢.

**U.S. waterborne foreign trade. Trade area, coastal district, port of lading or unlading, and type of service:** August 1970 (FT 985). Annual subscription (FT 900, 975, 985, and 986 combined) $3. Single copy 10¢.

**U.S. trade with Puerto Rico and U.S. possessions: July 1970** (FT 800). Annual subscription $2.50 (75¢ additional for foreign mailing). Single copy 20¢.

**Foreign commerce and navigation of the United States—1965.** Volume 1: Standard international trade classification (SITC), commodity and country. June 1970. 628pp. $7 (casebound).

#### General

**1970 Census users' guide—part I.** 172pp. $1.25. Designed to serve data users as the principal resource for information about the 1970 Census of Population and Housing.

### Industry

*Current Industrial Reports*

**Woven fabric production — weekly average: seasonal adjustment supplement 1960 to 1969** (Series: M22A Supplement). 15¢ per copy—$1.50 per year.

**Rugs, carpets, and carpeting: summary for 1969** (Series: MQ-22Q(69)-5). 25¢ per copy—$1 per year.

**Nonwoven fabrics, including felts: 1969** (Series: MA-22T.5(69)-1). 25¢ per copy.

**Shipments of defense-oriented industries: 1968** (Series: MA-175 (68)-2). 34pp. 50¢.

**Cotton, manmade fiber staple, and linters: summary for cotton season 1969-70** (Series: M22P(70)-13). 15¢ per copy; $1.50 per year.

**Cotton broadwoven goods: summary for 1969** (Series: MQ-22T.1(69)-5). 25¢ per copy; $1 per year.

**Manmade fiber broadwoven goods: summary for 1969** (Series: MQ-22T.2(69)-5). 25¢ per copy; $1 per year.

*1967 Census of Manufactures*

Industry Series:

**Newspapers, periodicals, books, and miscellaneous publishing** (MC67(2)-27A). 52pp. 55¢.

**Metalworking machinery and equipment** (MC67(2)-35C). 56pp. 55¢.

Area series. A report for each State and the District of Columbia presents data for industries and industry groups on value of shipments, value-added, employment, payrolls, man-hours, and new capital expenditures. All of the following reports are dated November:

**California** (MC67(3)-5). 70pp. 50¢.
**Connecticut** (MC67(3)-7). 40pp. 40¢.
**Indiana** (MC67(3)-15). 56pp. 50¢.
**Kansas** (MC67(3)-17). 36pp. 40¢.
**Massachusetts** (MC67(3)-22). 52pp. 45¢.
**Michigan** (MC67(3)-23). 52pp. 50¢.
**Ohio** (MC67(3)-36). 64pp. 55¢.
**Pennsylvania** (MC67(3)-39). 72pp. 55¢.
**Washington** (MC67(3)-48). 36pp. 40¢.

### Population

*1970 Census of Population*

Population Counts for States—preliminary reports:

**United States** (PC(P1)-1). 2pp. 10¢.
**New York** (PC(P1)-34). October 1970. 16pp. 10¢.

## SCIENCE AND TECHNOLOGY

### NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

**Monthly climatic data for the world: May 1970.** Sponsored by the World Meteorological Organization. Vol. 23, No. 5. Annual subscription $2.75 ($1 additional for foreign mailing). Single copy 25¢.

**Mariners weather log: November.** Vol. 14, No. 6. Inquiries concerning distribution should be addressed to: Environmental Data Service, Gramax Building (D433), Silver Spring, Md. 20910.

**Monthly weather review: November.** Vol. 98, No. 11. Annual subscription $7.50 ($2 additional for foreign mailing). Single copy 65¢.

**Preliminary determination of epicenters during July 1970.** 8pp. Annual subscription $1.50 (50¢ additional for foreign mailing). Single copy 15¢. These reports list the approximate locations of earthquakes anywhere in the world, with origin time, latitude, longitude, region of occurrence, depth, magnitude, and, when available, comments on damage and casualties and miscellaneous information.

**An advantageous, alternative parameterization of rotations for analytical photogrammetry** (ESSA TR C&GS 39). September. 24pp. 30¢. A case is made for increased use of a method of representing an orthogonal matrix that is different from the one now used in most analytical photogrammetric solutions. The relevant computational formulas are given, along with their derivation and geometric interpretation.

**$N_2$, $O_2$, and O densities in the 80-120 km. region compatible with the U.S. standard atmosphere** (ESSA TR ERL 184-SDL 17). September. 20pp. 30¢. Profiles have been constructed at 15, 30, 45, and 60°N, for winter, summer, and spring/fall.

**Inadvertent modification of weather and climate by atmospheric pollutants** (ESSA TR ERL 185-APCL 15). September. 112pp. $1.

**A magnetic and bathymetric profile in the Pacific from the Cocos Ridge to Central California** (ESSA TR ERL 179-AOML 3). August. 18pp. 25¢.

**Convergence of iterative methods applied to large overdetermined linear and nonlinear systems of equations using least squares** (ESSA TR ERL 181-ESL 10). August. 19pp. 25¢.

**Earthquake research in ESSA 1969-70** (ESSA TR ERL 182-ESL 11). July. 87pp. 75¢. Abstracts and short papers on material presented at the ESSA Earthquake Research Committee meeting in Boulder, Colo., July 1970.

**Archiving and climatological applications of meteorological satellite data** (ESSA TR NESC 53). July. 138pp. $1.25. This report, prepared in September 1969 as a working paper for the fifth session of the World Meteorological Organization Commission for Climatology, describes the U.S. meteorological satellite program.

### NATIONAL BUREAU OF STANDARDS

**Physics and Chemistry—section A of the journal of research of the National Bureau of Standards.** Sept.-Oct. Volume 74A, No. 5. Annual subscription $9.50 ($2.25 additional for foreign mailing). Single copy $1.75.

**Man, his job, and the environment: a review and annotated bibliography of selected recent research of human performance.** (Spec. Publ. 319). October. 107pp. $1. Recent scientific literature was searched to review current procedures for studying human reactions to work and environmental stress.

**The thermodynamic properties of compressed gaseous and liquid fluorine** (Tech. Note 392). October. 182pp. $1.50. Presents the complete and detailed results of a PVT experimental and calculational program.

**A method for designing multi-screw waveguide tuners** (Tech. Note 393). October. 20pp. 30¢. Describes a method for designing tuners which work effectively for relatively wide ranges of frequencies.

**Characterization of frequency stability** (Tech. Note 394). October. 50pp. 60¢. Presented as technical background for an eventual IEEE standard definition, this paper attempts to present self-consistent definitions of frequency stability.

**Systems analysis of inland consolidation centers for marine cargo** (Tech. Note 530). November. 162pp. $1.25. Documents a study carried out for the U.S. Maritime Administration to develop analytical techniques for locating inland terminals for containerized marine cargo.

**Analytical mass spectrometry section: summary of activities: July 1969 to June 1970** (Tech. Note 546). November. 120pp. $1.25. Describes the advances in instrumentation and the research activities of the section.

### NATIONAL TECHNICAL INFORMATION SERVICE

*Order the following reports on Government-sponsored research from: National Technical Information Service, 5285 Port Royal Road, Springfield, Virginia 22151. Make check or money order payable to National Technical Information Service. Price for each document is $3 (microfiche 65¢), unless otherwise specified.*

**Spectrochemical analyses of native gold samples** (PB-194 809). Geological Survey, Washington, D.C. 32pp. Presents results of 174 quantitative spectrochemical analyses for silver and semiquantitative spectrochemical analyses for 32 other elements in samples of lode and placer gold.

**Directory of the Defense Documentation Center referral data bank** (AD-712 800). Defense Documentation Center, Alexandria, Va., Oct., 224 pp. Lists specialized scientific and technical sources of information which have the capability of service to the defense community, supplementary to the documentation services of DDC.

**Prospects for electric vehicles: a study of low-pollution-potential vehicles—electric** (PB-194 814). Arthur D. Little, Inc., October 1969. 105pp.

**The implications of lead removal from automotive fuel.** (PB-194 880). Commerce Technical Advisory Board Panel on Automotive Fuels and Air Pollution. June, 36pp.

**The metropolitan economy—the process of employment expansion** (PB-194 799). Columbia University, New York, for the Manpower Administration, 1970, 298pp. Classifies "metropolitan places" in the United States and analyzes patterns of employment growth in each type.

**Creativity and innovation in manpower research and action programs** (PB-194 700). Iowa State University, Ames, for the Manpower Admin., 1970, 241pp. Discusses the roles of government, business, education and unions in manpower development.

**A report to the Secretary of Transportation by the Citizens' Advisory Committee on Transportation Quality** (PB-195 134). Citizens' Advisory Committee on Transportation Quality, Dept. of Transportation, Washington, D.C., September, 42pp. Gives the Committee's views on: citizen involvement, urban congestion, commuting problems, the interface problem, land use, transportation trust fund, a proposal to combine all regulatory bodies, Rail Passenger Act (Railpax), and an ideal transportation system.

**National transportation planning manual, Manual A: General instructions** (PB-194 964). Dept. of Transportation, Washington, D.C., 1970, 191pp. Guide to preparing estimates of needs and capital improvement programs for the 1970-90 time period.

**Industry profiles, 1958-68** (PB-194 737). Bureau of Domestic Commerce, Washington, D.C., October, $55, one reel. Magnetic tape presenting a statistical picture of economic developments in each of 527 manufacturing industries and industry groups between 1958-68.



☆ U. S. GOVERNMENT PRINTING OFFICE: 1970—J. 432-028/13

# Commerce Department Directory

Commerce Building, 14th Street and Constitution Avenue, Washington, D.C. 20230, Phone STerling 3-9200

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Robert M. Smalley, Special Assistant to the Secretary

Richard P. Whitney, Assistant to the Secretary

**ROCCO C. SICILIANO, Under Secretary of Commerce**

Hudson B. Drake, Deputy Under Secretary

Joseph Casson, Special Assistant to the Under Secretary

**ROBERT M. WHITE**, Acting Administrator for the National Oceanic and Atmospheric Administration

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## GENERAL COUNSEL

**JAMES T. LYNN**, General Counsel

William E. Murane, Deputy General Counsel

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**ATLANTA, GA.** 30303, Room 400, 75 Forsyth St., NW. Area Code 404, 526-6000.

**BALTIMORE, MD.**, 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301, 962-3560.

**BIRMINGHAM, ALA.**, 35205, Suite 200-201, 908 S. 20th St. Area Code 205, 325-3327.

**BOSTON, MASS.**, 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617, 223-2312.

**BUFFALO, N.Y.**, 14203, 504 Federal Bldg., 117 Ellicott St. Area Code 716, 842-3208.

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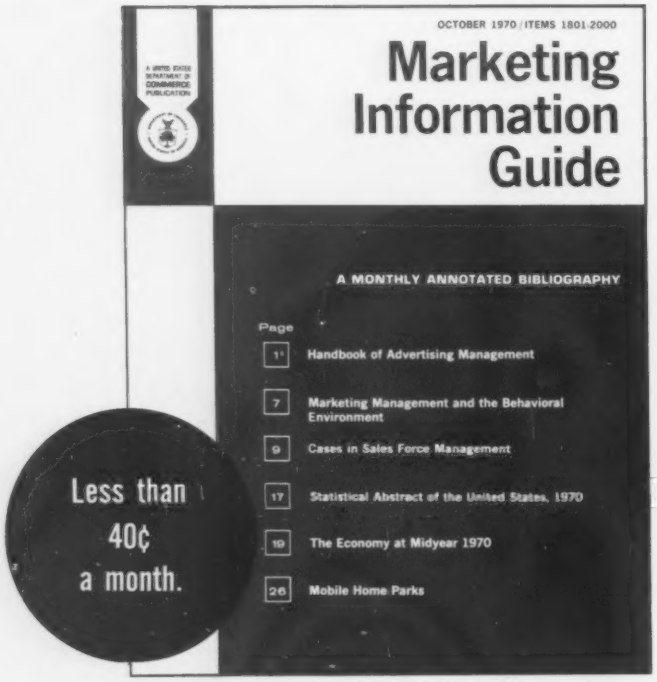
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